

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 25, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	34.0	25,330
2	THREE'S COMPANY#	33.0	24,590
3	ROOTS: NEXT GENERATIONS(S)	32.7	24,360
4	LAVERNE AND SHIRLEY	32.6	24,290
5	ROOTS: NEXT GENERATIONS(S)	31.8	23,690
5	ROOTS: NEXT GENERATIONS(S)	31.8	23,690
7	HAPPY DAYS	31.1	23,170
8	ANGIE	30.5	22,720
9	EIGHT IS ENOUGH	29.7	22,130
10	ROOTS: NEXT GENERATIONS(S)	29.5	21,980
11	ROOTS: NEXT GENERATIONS(S)	28.9	21,530
12	GONE WITH THE WIND PT II(S)	28.8	21,460
13	ROOTS: NEXT GENERATIONS(S)	28.6	21,310
14	THREE'S COMPANY SPECIAL(S)	28.2	21,010
15	ROOTS: NEXT GENERATIONS(S)	27.8	20,710
15	TAXI#	27.8	20,710
17	60 MINUTES	27.1	20,190
18	NBC MONDAY NIGHT MOVIES	23.9	17,810
19	STARSKY AND HUTCH#	23.7	17,660
20	CELEBRITY CHALLENGE-SEXES(S)	23.0	17,140
21	ALICE	22.8	16,990
22	ALL IN THE FAMILY	22.7	16,910
22	CHARLIE'S ANGELS#	22.7	16,910
22	M*A*S*H#	22.7	16,910

CONT'D

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	29.7	60,710
2	THREE'S COMPANY#	25.0	51,150
3	LAVERNE AND SHIRLEY	24.9	50,870
4	ANGIE	24.6	50,270
5	HAPPY DAYS	24.3	49,740
6	ROOTS: NEXT GENERATIONS(S)	22.6	46,330
7	ROOTS: NEXT GENERATIONS(S)	21.8	44,680
8	ROOTS: NEXT GENERATIONS(S)	21.7	44,370
9	EIGHT IS ENOUGH	21.4	43,890
10	THREE'S COMPANY SPECIAL(S)	21.1	43,190
11	ROOTS: NEXT GENERATIONS(S)	21.0	42,910
12	ROOTS: NEXT GENERATIONS(S)	20.9	42,800
13	ROOTS: NEXT GENERATIONS(S)	20.6	42,060
14	TAXI#	19.7	40,240
15	GONE WITH THE WIND PT II(S)	19.7	40,230
16	ROOTS: NEXT GENERATIONS(S)	19.3	39,470
17	BIG EVENT	18.3	37,530
18	M*A*S*H#	18.0	36,800
19	60 MINUTES	17.7	36,280
20	DIFFERENT STROKES	17.2	35,180
21	CHARLIE'S ANGELS#	17.1	35,080
22	ALICE	16.9	34,550
23	TAXI SPECIAL(S)	16.6	34,020
24	CELEBRITY CHALLENGE-SEXES(S)	16.6	33,980

CONT'D

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ABC FRIDAY NIGHT MOVIE#	22.6	16,840
25	TAXI SPECIAL(S)	22.6	16,840

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	STARSKY AND HUTCH#	16.3	33,340
26	CHIPS	16.2	33,160

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 25, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY#	28.2	22,000
2	ROOTS: NEXT GENERATIONS(S)	27.1	21,150
3	MORK & MINDY	26.9	20,970
4	ROOTS: NEXT GENERATIONS(S)	26.4	20,600
5	ROOTS: NEXT GENERATIONS(S)	26.1	20,370
6	LAVERNE AND SHIRLEY	26.1	20,340
7	ROOTS: NEXT GENERATIONS(S)	25.3	19,750
8	EIGHT IS ENOUGH	25.1	19,620
9	GONE WITH THE WIND PT II(S)	24.7	19,300
10	ROOTS: NEXT GENERATIONS(S)	24.4	19,040
11	HAPPY DAYS	24.2	18,890
12	ANGIE	24.2	18,880
13	ROOTS: NEXT GENERATIONS(S)	23.7	18,480
14	ROOTS: NEXT GENERATIONS(S)	23.4	18,270
15	TAXI#	23.0	17,930
16	NBC MONDAY NIGHT MOVIES	22.0	17,160
17	THREE'S COMPANY SPECIAL(S)	21.4	16,680
18	60 MINUTES	20.8	16,270
19	BIG EVENT	19.3	15,060
20	STARSKY AND HUTCH#	19.1	14,930
21	ALICE	19.0	14,820
22	ALL IN THE FAMILY	19.0	14,810
23	DIFFRENT STROKES	18.8	14,640
24	GRAMMY AWARDS(S)	18.7	14,610

CONT'D

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	24.2	16,950
2	ROOTS: NEXT GENERATIONS(S)	23.8	16,690
3	60 MINUTES	23.6	16,530
4	ROOTS: NEXT GENERATIONS(S)	21.7	15,210
5	ROOTS: NEXT GENERATIONS(S)	20.9	14,680
6	ROOTS: NEXT GENERATIONS(S)	20.7	14,480
7	THREE'S COMPANY SPECIAL(S)	19.9	13,980
8	THREE'S COMPANY#	19.8	13,910
9	ANGIE	19.7	13,780
10	ROOTS: NEXT GENERATIONS(S)	19.5	13,700
11	ROOTS: NEXT GENERATIONS(S)	19.5	13,650
12	ALICE	19.3	13,520
13	ROOTS: NEXT GENERATIONS(S)	18.8	13,200
14	ALL IN THE FAMILY	18.5	12,980
15	HAPPY DAYS	18.4	12,870
16	CELEBRITY CHALLENGE-SEXES(S)	18.3	12,810
17	LAVERNE AND SHIRLEY	18.1	12,700
18	M*A*S*H#	17.6	12,360
19	GONE WITH THE WIND PT II(S)	17.2	12,080
20	BIG EVENT	16.9	11,820
21	TAXI#	16.5	11,540
22	BARNEY MILLER#	16.4	11,480
22	TAXI SPECIAL(S)	16.4	11,480
24	CBS SUNDAY NIGHT MOVIE#	16.3	11,450

CONT'D

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	LOVE BOAT	18.5	14,460

CONT'D

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	BATTLESTAR: GALACTICA	16.0	11,210
26	ABC FRIDAY NIGHT MOVIE#	16.0	11,200

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 25, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	33.4	16,180
2	THREE'S COMPANY#	32.2	15,580
3	ANGIE	29.8	14,410
4	LAVERNE AND SHIRLEY	27.9	13,490
5	ROOTS: NEXT GENERATIONS(S)	27.0	13,070
6	HAPPY DAYS	26.7	12,940
7	TAXI#	25.6	12,400
8	ROOTS: NEXT GENERATIONS(S)	25.5	12,370
9	ROOTS: NEXT GENERATIONS(S)	25.3	12,240
10	EIGHT IS ENOUGH	24.9	12,040
11	ROOTS: NEXT GENERATIONS(S)	24.3	11,780
12	ROOTS: NEXT GENERATIONS(S)	23.9	11,580
13	THREE'S COMPANY SPECIAL(S)	23.8	11,510
14	ROOTS: NEXT GENERATIONS(S)	23.4	11,350
15	ROOTS: NEXT GENERATIONS(S)	23.2	11,240
16	GONE WITH THE WIND PT II(S)	23.0	11,160
17	STARSKY AND HUTCH#	22.9	11,080
18	M*A*S*H#	20.8	10,080
19	BIG EVENT	20.0	9,700
20	GRAMMY AWARDS(S)	19.2	9,310
21	NBC MONDAY NIGHT MOVIES	19.0	9,180
22	ABC FRIDAY NIGHT MOVIE#	18.9	9,160
23	TAXI SPECIAL(S)	18.8	9,090
24	BARNEY MILLER#	18.3	8,870

CONT'D

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.0	6,830
2	ROOTS: NEXT GENERATIONS(S)	27.9	6,590
3	GONE WITH THE WIND PT II(S)	27.9	6,580
3	NBC MONDAY NIGHT MOVIES	27.9	6,580
5	ALICE	27.0	6,370
6	ALL IN THE FAMILY	26.5	6,260
7	ROOTS: NEXT GENERATIONS(S)	26.4	6,220
8	WALTONS	25.5	6,010
9	EIGHT IS ENOUGH	24.9	5,880
9	ROOTS: NEXT GENERATIONS(S)	24.9	5,880
11	ROOTS: NEXT GENERATIONS(S)	24.3	5,730
12	DIFF'RENT STROKES	22.3	5,250
13	LITTLE HOUSE-PRAIRIE	22.0	5,200
13	ROOTS: NEXT GENERATIONS(S)	22.0	5,200
15	LOVE BOAT	21.7	5,110
16	ROOTS: NEXT GENERATIONS(S)	21.5	5,070
17	ROOTS: NEXT GENERATIONS(S)	21.3	5,020
18	CBS EVENING NEWS-CRONKITE	21.0	4,950
19	DOLLY AND CAROL-NASHVILLE(S)	20.9	4,920
20	LAVERNE AND SHIRLEY	20.8	4,910
21	BARNABY JONES#	20.3	4,800
21	THREE'S COMPANY#	20.3	4,800
23	CHIPS	20.1	4,730
24	JEFFERSONS#	19.4	4,570

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	CHARLIE'S ANGELS#	18.3	8,840
26	WKRP IN CINCINNATI#	17.8	8,630

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 25, 1979

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MORK & MINDY	28.3	13,040
2	ROOTS: NEXT GENERATIONS(S)	24.4	11,230
3	ANGIE	22.2	10,210
4	ROOTS: NEXT GENERATIONS(S)	21.9	10,110
5	THREE'S COMPANY SPECIAL(S)	21.5	9,890
6	ROOTS: NEXT GENERATIONS(S)	21.3	9,800
7	M*A*S*H#	20.1	9,260
8	ROOTS: NEXT GENERATIONS(S)	19.9	9,170
9	THREE'S COMPANY#	19.7	9,070
10	BATTLESTAR: GALACTICA	19.4	8,940
11	ROOTS: NEXT GENERATIONS(S)	19.3	8,900
12	ROOTS: NEXT GENERATIONS(S)	19.2	8,840
13	60 MINUTES	19.1	8,800
14	HAPPY DAYS	18.7	8,610
15	BIG EVENT	18.2	8,380
16	TAXI SPECIAL(S)	17.9	8,240
17	LAVERNE AND SHIRLEY	17.7	8,160
17	ROOTS: NEXT GENERATIONS(S)	17.7	8,160
19	CELEBRITY CHALLENGE-SEXES(S)	17.7	8,130
20	TAXI#	17.6	8,110
21	BARNEY MILLER#	17.1	7,890
22	STARSKY AND HUTCH#	17.0	7,830
23	SOAP#	16.8	7,720
24	WKRP IN CINCINNATI#	16.3	7,510

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.3	6,530
2	ALL IN THE FAMILY	29.7	5,500
3	ALICE	28.6	5,300
4	GONE WITH THE WIND PT II(S)	25.8	4,780
5	WALTONS	24.6	4,550
6	ROOTS: NEXT GENERATIONS(S)	23.4	4,330
7	ROOTS: NEXT GENERATIONS(S)	23.0	4,260
8	ROOTS: NEXT GENERATIONS(S)	22.2	4,100
9	BARNABY JONES#	21.7	4,020
10	CBS EVENING NEWS-CRONKITE	21.1	3,910
11	ROOTS: NEXT GENERATIONS(S)	21.0	3,880
12	CHIPS	20.2	3,740
12	NBC MONDAY NIGHT MOVIES	20.2	3,740
14	CELEBRITY CHALLENGE-SEXES(S)	19.9	3,680
15	ROOTS: NEXT GENERATIONS(S)	19.7	3,650
16	DUKES OF HAZZARD	19.6	3,620
17	HAWAII FIVE-O#	19.5	3,610
18	CBS EVENING NEWS#	19.4	3,580
19	CBS SUNDAY NIGHT MOVIE#	19.3	3,570
20	THREE'S COMPANY#	19.1	3,540
21	ROOTS: NEXT GENERATIONS(S)	19.0	3,510
22	CHARLIE'S ANGELS#	18.7	3,460
23	ROOTS: NEXT GENERATIONS(S)	17.8	3,300
24	DIFF'RENT STROKES	17.8	3,290

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	ABC FRIDAY NIGHT MOVIE#	16.0	7,360

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)				CHILDREN (2-11)						
														TOTAL	18-34	WOMEN		MEN				TOTAL	18-34	WOMEN		MEN		TOTAL FEM.	TOTAL 0-11					
																18-49	25-54	55-64	55+			18-49	25-54	55-64	55+									
*EVENING																																		
ABC FRIDAY NIGHT MOVIE										15	194		A 22.6	38	1684	1714	709	283	760	302	545	488	64^155	665	233	437	406	96^180	159	67^	130^	97^		
1	FRI.	9.00P	135	ABC	FF	99		B 19.5	33	1453	1924	768	319	850	367	577	475	104	210	631	266	425	369	93	152	199	120	244	178					
		9.00 - 9.30						A 22.8	36	1699	1797	751	292	800	298	566	501	74^173	647	203	374	352	111^221	133^	58^	217	174							
		9.30 - 10.00						A 23.5	38	1751	1758	736	287	784	294	556	501	58^163	666	221	422	399	87^191	136^	62^	172	128^							
		10.00 - 10.30						A 23.1	39	1721	1700	684	283	733	301	529	480	59^148	673	250	467	425	91^161	189	77^	105^	66^							
		10.30 - 11.00						A 21.6	37	1609	1663	669	294	723	299	527	473	58^134^	675	240	472	447	103^156	197	77^	68^	46^							
ABC NEWSBRIEF-M-F										113	183	185	A 22.9	34	1706	1992	735	295	817	311	524	457	101	217	572	231	377	327	85	147	249	138	354	254
1	M & F	8.58P	1	ABC	N	95	95	B 19.6	30	1460	1931	733	290	815	354	545	449	95	205	604	260	394	328	89	162	219	118	293	210					
1	TU-TH	9.58P	1																															
2	MON.	9.57P	2																															
2	TU-F	8.58P	1																															
ABC NEWSBRIEF-SAT.										23	190	190	A 20.7	34	1542	1990	791	330	874	298	495	410	129	307	587	251	360	268	86	179	175	104	354	242
1	SAT.	9.28P	1	ABC	N	96	96	B 21.0	36	1565	1990	746	291	826	302	509	452	115	241	621	243	388	344	88	171	203	112	340	248					
2	SAT.	9.58P	1																															
ABC NEWSBRIEF-SUN.										23	186	188	A 20.1	29	1497	2162	704	316	783	316	482	416	112	231	688	365	473	354	91	176	225	104	466	278
1	SUN.	7.58P	1	ABC	N	96	96	B 18.5	27	1378	2211	680	291	765	405	586	433	75	141	725	398	564	445	66	117	266	115	455	309					
2	SUN.	8.58P	1																															
ABC WORLD NEWS TONIGHT										100	198	199	A 12.5	21	931	1598	715	245	789	237	404	390	123	305	597	164	284	309	123	236	102	34^	110	79
	M-F	6.30P	30	ABC	N	99	99	B 11.1	20	827	1644	718	241	792	250	411	378	118	302	611	185	305	301	109	240	100	45	141	92					
ABC WRLD NEWS TONIGHT-SUN										5	134	132	A 8.6	16	641	1842	733	340	779	265	414	426	122^289	757	290	492	439	99^213	144^	76^	162^	127^		
	SUN.	6.30P	30	ABC	N	74	74	B 8.9	17	663	1777	684	292	725	230	390	405	130	268	718	243	421	404	110	231	134	48	200	131					
ALICE										12	191	195	A 22.8	32	1699	2034	794	322	873	197	413	425	167	375	796	190	417	403	156	311	144	88	221	158
	SUN.	8.30P	30	CBS	CS	99	99	B 24.0	35	1788	1922	782	290	879	242	435	417	140	356	680	178	338	342	129	271	154	79	209	147					
ALL IN THE FAMILY										13	192	196	A 22.7	33	1691	1936	784	313	877	205	420	418	157	372	769	170	380	381	159	326	105	61^	185	133
	SUN.	8.00P	30	CBS	CS	99	99	B 26.0	38	1937	1883	768	309	879	252	439	401	147	356	682	185	333	343	128	271	142	76	180	122					
ANGIE										3	196	195	A 30.5	46	2272	2213	753	333	830	385	633	531	69	137	609	288	452	379	73	115	321	164	453	334
	THU.	8.30P	30	ABC	CS	99	99	B 29.6	44	2205	2188	730	316	810	377	606	501	76	140	608	300	449	374	70	109	304	160	466	343					
B.J. AND THE BEAR										3	195	198	A 17.5	29	1304	2143	638	239	707	214	388	403	105	229	660	188	373	371	124	212	303	138	473	319
	SAT.	9.00P	60	NBC	A	98	98	B 18.9	32	1408	2098	632	232	701	201	373	382	132	256	678	189	384	392	141	216	239	114	480	314					
		9.00 - 9.30						A 17.3	29	1289	2146	641	251	716	227	401	408	107	227	659	179	376	378	120	210	297	136	474	315					
		9.30 - 10.00						A 17.7	30	1319	2138	638	227	702	203	377	398	104	233	663	201	372	363	126	216	303	137	470	324					
BARNABY JONES										18	181		A 18.3	29	1363	1707	797	344	850	213	386	404	159^352	676	128^	334	338	134^296	134^	57^	47^	30^		
2	THU.	10.00P	60	CBS	PD	98		B 20.9	36	1557	1712	776	279	844	221	421	426	140	322	675	196	351	334	128	257	108	47	85	58					
		10.00 - 10.30						A 18.1	28	1348	1731	801	337	857	216	402	407	159^346	685	121^	339	349	139^296	139^	61^	50^	34^							
		10.30 - 11.00						A 18.6	30	1386	1663	785	347	835	206	364	396	158^356	658	131^	324	322	127^291	127^	52^	43^	26^							
BARNEY MILLER										20	192		A 21.7	34	1617	1855	762	247	840	360	547	453	106^213	710	315	488	425	98^172	144^	71^	161	126^		
1	THU	10.00P	30	ABC	CS	99		B 23.2	36	1728	1936	737	310	819	386	579	461	85	176	646	321	466	382	75	131	231	126	240	168					
BATTLESTAR: GALACTICA										17	197	197	A 19.5	29	1453	2204	693	265	761	395	578	465	75^124	772	445	615	476	71^113	262	108	409	246		
1	SUN.	10.00P	60	ABC	SF	99	99	B 20.5	31	1527	2336	659	283	742	432	614	453	56	93	771	448	635	504	57	92	310	127	513	357					
2	SUN.	7.00P	120																															
		7.00 - 7.30						A 17.0	26	1267	2330	611	215	690	413	548	440	65^	84^	832	484	661	524	68^124^	301	133^	507	279						
		7.30 - 8.00						A 19.3	28	1438	2283	598	222	671	388	534	424	62^	78^	793	471	642	500	59^105^	304	133^	515	283						
		8.00 - 8.30						A 20.6	29	1535	2421	666	258	726	416	569	441	56^104^	798	513	660	489	44^	87^	316	134^	581	355						
		8.30 - 9.00						A 20.8	29	1550	2317	651	252	711	385	544	424	65^113^	797	519	660	475	41^	88^	314	135^	495	303						
CONT'D																																		

[illegible]

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %					AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
															TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	FEM.	TOTAL	6-11																
EVENING CONT'D																																														
KAZ																				5		181		A 14.3 23 1065		1788	858	348	915	295	518	509	127^306	645	218^	398	381	118^191^	164^108^	64^	44^					
2 WED.																				10.00P		60		CBS GD		99	B 14.8 25 1103	1655	776	308	837	269	468	439	131	276	602	180	312	302	124	228	142	62	74	46
																				10.00 - 10.30							A 15.1 23 1125	1812	868	355	925	305	519	498	130^321	645	223	393	371	123^205^	170^107^	72^	54^			
																				10.30 - 11.00							A 13.5 22 1006	1747	848	343	904	285	519	520	124^289	638	210^	398	384	115^177^	150^105^	55^	34^			
LAVERNE AND SHIRLEY																				21		210 204		A 32.6 49 2429		2094	725	282	837	360	555	448	95	203	523	207	337	305	67	132	282	164	452	303		
TUE.																				8.30P		30		ABC CS		99	B 29.6 45 2205	2159	735	295	827	386	585	466	87	182	551	259	385	328	63	119	283	154	498	343
LITTLE HOUSE-PRAIRIE																				20		213 217		A 20.4 29 1520		1932	784	227	891	301	471	416	147	342	515	218	311	286	85	158	130	72^	396	222		
MON.																				8.00P		60		NBC GD		99	B 24.2 36 1803	1972	800	264	903	294	461	420	144	359	546	184	278	260	95	209	178	107	345	226
																				8.00 - 8.30							A 19.7 28 1468	1905	767	231	878	284	459	411	149	345	510	213	304	284	86	164	123	71^	394	224
																				8.30 - 9.00							A 21.1 29 1572	1954	797	222	899	314	478	419	142	338	522	227	319	289	84	155	137	75^	396	216
LITTLE WOMEN																				3		199 195		A 8.5 13 633		1566	749	188^	844	188^	334	392	141^388	476	128^	196^197^	96^224	140^ 77^	106^	61^						
THU.																				8.00P		60		NBC GD		97	B 9.7 14 723	1639	739	243	827	193	341	395	144	370	486	139	195	201	86	218	141	73	185	137
																				8.00 - 8.30							A 8.0 12 596	1542	740	189^	834	162^	304	388	145^401	501	119^	194^214	105^236	107^ 53^	100^	50^				
																				8.30 - 9.00							A 9.0 13 671	1575	751	179^	847	209	357	391	139^375	448	136^	196 175^	88^213	169^ 97^	111^	69^				
LOU GRANT																				18		199 197		A 19.6 31 1460		1810	797	358	871	344	565	524	98	225	687	338	483	374	96	172	196	107	56^	36^		
MON.																				10.00P		60		CBS GD		99	B 20.1 32 1497	1721	819	323	888	358	585	501	103	222	611	268	399	351	84	160	152	78	70	48
																				10.00 - 10.30							A 19.8 30 1475	1832	803	368	875	350	568	532	95	221	673	345	475	359	95	167	206	118	78^	47^
																				10.30 - 11.00							A 19.4 31 1445	1779	788	344	862	336	556	515	100	226	699	330	489	386	96	176	185	97	33^	23^
LOVE BOAT																				21		198 199		A 21.7 36 1617		1972	802	312	893	292	493	424	130	315	564	217	324	272	91	185	182	105	333	232		
1 SAT.																				8.00P		90		ABC CS		99	B 22.6 39 1684	2020	762	286	848	315	513	452	118	259	602	236	376	331	87	170	205	112	365	264
2 SAT.																				9.00P		60					A 18.9 32 1408	1958	800	312	907	268	480	437	149^325	552	176	309	304	102^170^	192	108^	198	107^	307	227
																				8.00 - 8.30							A 20.3 34 1512	1979	805	328	919	264	503	453	140^315	540	162	281	285	103^182	198	107^	322	227		
																				8.30 - 9.00							A 22.6 38 1684	1980	810	317	891	303	499	419	129	309	556	221	324	256	87	184	187	111	346	239
																				9.00 - 9.30							A 23.9 40 1781	1984	800	300	877	321	492	398	115^326	605	284	365	264	81^206	157	88^	345	232		
																				9.30 - 10.00							A 11.4 19 849	1988	689	283	781	322	564	423	82^189	535	221	348	310	87^151	249	138^	423	298		
MAKIN' IT																				4		191 193		B 12.9 22 961		2011	719	285	809	344	563	435	86	203	561	228	356	310	86	158	263	147	378	257		
FRI.																				8.00P		30		ABC CS		96	A 20.8 31 1550	1813	712	195	747	288	417	387	96^232	719	382	484	381	74^172	175	66^	172	125^		
M*A*S*H(B)																				183							A 22.7 31 1691	2176	791	333	851	383	596	512	104^194	731	326	548	455	69^126^	266	164	328	245		
1 WED.																				9.00P		30		CBS CS		95	B 25.6 37 1907	1954	783	325	858	363	571	477	105	217	641	289	422	377	84	164	221	106	234	164
M*A*S*H																				21		196		A 34.0 51 2533		2397	765	309	827	401	638	511	64	136	668	326	513	422	70	110	334	180	568	383		
2 MON.																				9.00P		30		CBS CS		99	B 28.3 45 2108	2297	709	313	795	409	616	475	64	122	629	331	480	381	58	101	347	182	526	376
MORK & MINDY																				21		200 200		A 23.9 35 1781		1669	873	289	963	289	516	485	164	369	536	172	277	265	96	211	99	47^	71	51^		
THU.																				8.00P		30		ABC CS		99	B 21.8 33 1624	1738	822	292	918	320	527	479	138	303	558	204	323	290	92	184	139	77	123	92
NBC MONDAY NIGHT MOVIES																				21		205 205		A 21.8 30 1624		1735	875	278	968	286	513	472	160	380	538	178	279	265	92	207	112	51^	117	74^		
MON.																				9.00P		120		NBC FF		99	A 22.4 31 1669	1687	866	267	953	285	504	467	167	373	540	162	267	270	96	216	105	48^	89	60^
																				9.00 - 9.30							A 26.1 40 1944	1628	867	293	956	290	516	490	163	360	527	164	275	262	96	210	90	41^	55^	47^
																				9.30 - 10.00							A 25.5 41 1900	1623	879	312	968	295	522	502	167	363	529	180	279	262	95	204	94	48^	32^	24^
																				10.00 - 10.30							A 14.6 22 1088	1884	748	267	829	260	425	415	134	313	608	218	358	330	90	199	142	65	305	201
																				10.30 - 11.00							B 15.7 24 1170	1886	738	252	817	255	423	394	142	319	628	216	348	323	111	219	159	70	282	192
NBC NEWS UPDATE-M-F																				97		185 187		A 14.6 22 1088		1884	748	267	829	260	425	415	134	313	608	218	358	330	90	199	142	65	305	201		
1 MTHF																				8.58P		1		NBC N		93	B 15.7 24 1170	1886	738	252	817	255	423	394	142	319	628	216	348	323	111	219	159	70	282	192
TUE.																				9.04P		1																								
2 MTHF																				8.58P		1																								
2 WED.																				8.57P		1																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
												KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	%	%	AVG. AUD. SHARE (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11													
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+											
EVENING CONT'D																																							
WALTONS																		A 18.6	28	1386	1810	775	246	860	201	337	336	178	435	612	147	216	211	131	328	96	42^	242	124
THU. 8.00P 60 CBS GD 19 194 197																		B 19.3	30	1438	1843	842	269	933	232	385	365	178	470	593	153	228	245	131	300	98	54	219	117
8.00 - 8.30																		A 17.7	27	1319	1756	768	240	848	182	314	323	180	445	597	132	194	198	130	335	88^	36^	223	108
8.30 - 9.00																		A 19.5	29	1453	1852	775	249	863	213	353	345	176	424	624	159	237	226	131	320	106	49^	259	137
WEEKEND																		A 12.1	19	901	1798	681	259	784	241	414	394	142	291	707	232	412	413	132^	225	205	94^	102^	88^
1 SUN. 10.18P 42 NBC DN 6 202 202																		B 10.8	17	805	1764	723	240	788	262	441	427	148	270	800	332	516	442	147	216	117	38	59	49
2 SUN. 10.29P 31																		A 11.7	19	872	1751	684	251	788	226	397	380	154	312	685	203	375	394	140^	236	191	83^	87^	71^
10.30 - 11.00																		B 14.3	24	1065	2070	663	305	743	333	486	352	97^	201^	667	274	440	393	41^	177^	205^	108^	543	343
WELCOME BACK, KOTTER																		A 13.5	23	1006	2158	683	305	743	333	486	352	97^	201^	667	274	440	393	41^	177^	205^	108^	543	343
2 SAT. 8.30P 30 ABC CS 3 197 98																		B 14.3	24	1065	2070	663	283	751	318	496	406	89	194	636	274	429	369	64	155	253	125	430	318
WHAT'S HAPPENING																		A 17.2	28	1281	1964	707	282	774	263	495	441	105	207	537	171	307	295	96^	181	271	144	382	280
FRI. 8.30P 30 ABC CS 3 196 197																		B 17.3	28	1289	2002	736	288	810	284	496	442	108	244	582	200	342	314	102	188	250	133	360	270
WHITE SHADOW																		A 14.4	24	1073	2117	688	251	782	269	477	453	127	225	715	267	472	394	125	207	237	108^	383	258
SAT. 8.00P 60 CBS GD 6 185 185																		B 15.5	26	1155	2015	720	290	796	254	455	419	135	264	675	236	401	362	123	218	198	73	346	245
8.00 - 8.30																		A 14.3	25	1065	2101	690	252	784	269	465	432	135	244	714	260	466	393	124	212	221	103^	382	260
8.30 - 9.00																		A 14.5	24	1080	2124	684	249	779	274	493	467	119	206	714	274	478	393	130	202	247	109^	384	254
WKRP IN CINCINNATI																		A 19.0	27	1416	2130	834	339	890	381	611	535	104^	217	720	313	530	464	66^	128^	316	184	204	146^
2 MON. 9.30P 30 CBS CS 5 197 98																		B 21.2	31	1579	1964	796	329	851	367	562	474	106	216	657	276	436	395	98	170	240	124	216	143
WOMEN IN WHITE PART III(S)																		A 10.4	16	775	1870	858	325	897	301^	533	530	102^	250^	598	219^	425	403	58^	116^	261^	115^	114^	46^
2 THU. 10.00P 60 NBC GD 99																		A 11.0	17	820	1841	850	335	882	300	534	527	96^	243^	576	212^	414	388	55^	114^	247^	111^	136^	64^
10.00 - 10.30																		A 9.8	16	730	1886	868	313^	912	299^	530	528	111^	260^	615	225^	430	417	62^	115^	269^	116^	90^	26^
10.30 - 11.00																		A 14.9	24	1110	1595	816	318	877	244	448	503	91^	290	582	105^	298	322	93^	241	71^	31^	65^	46^
WOMEN IN WHITE PART II(S)																		A 15.3	24	1140	1628	808	309	877	251	454	494	84^	294	606	108^	308	342	85^	241	64^	30^	81^	63^
1 THU. 10.00P 60 NBC GD 200 99																		A 14.4	25	1073	1558	827	326	877	235	443	511	99^	286	560	102^	289	300	102^	242	75^	30^	46^	24^
10.00 - 10.30																		A 16.5	23	1229	2271	757	292	808	316	504	439	122^	256	697	288	484	402	57^	161^	278	146^	488	295
10.30 - 11.00																		A 16.4	23	1222	2240	745	277	798	316	484	416	123^	267	701	291	479	394	61^	173^	260	139^	481	275
WONDER WOMAN(B)																		A 16.7	23	1244	2281	761	304	808	313	516	456	121^	244	686	280	483	408	52^	148^	297	153^	490	310
2 MON. 8.00P 60 CBS SF 181 98																		A 17.0	28	1267	2189	739	311	802	335	513	436	131^	243	677	235	373	346	114^	241	159^	57^	551	328
8.00 - 8.30																		B 16.4	28	1222	2101	699	245	769	290	458	408	121	252	653	231	397	369	103	202	173	68	506	315
8.30 - 9.00																		A 15.4	26	1147	2106	708	295	777	322	499	423	133^	245	659	219	362	331	111^	238	138^	43^	532	307
WONDER WOMAN																		A 18.6	30	1386	2250	761	322	819	344	524	443	131^	243	684	246	376	355	117^	243	180	70^	567	346
1 FRI. 8.00P 60 CBS SF 15 192 98																		A 17.4	28	1296	2238	802	228	866	296	522	419	105^	295	620	246	358	318	71^	201	249	119^	503	308
8.00 - 8.30																		B 18.1	29	1348	2236	687	217	758	278	461	403	111	243	689	282	449	401	89	179	222	103	567	357
8.30 - 9.00																		A 16.0	26	1192	2257	816	252	894	289	524	411	129^	325	618	228	348	314	90^	216	253	113^	492	311
WONDERFUL WORLD OF DISNEY																		A 18.7	29	1393	2225	792	208	845	302	525	425	87^	269	621	260	367	320	56^	192	248	123^	511	304
1 SUN. 7.00P 60 NBC FV 18 215 99																		A 17.4	28	1296	2238	802	228	866	296	522	419	105^	295	620	246	358	318	71^	201	249	119^	503	308
7.00 - 7.30																		B 18.1	29	1348	2236	687	217	758	278	461	403	111	243	689	282	449	401	89	179	222	103	567	357
7.30 - 8.00																		A 16.0	26	1192	2257	816	252	894	289	524	411	129^	325	618	228	348	314	90^	216	253	113^	492	311
8.00 - 8.30																		A 18.7	29	1393	2225	792	208	845	302	525	425	87^	269	621	260	367	320	56^	192	248	123^	511	304
•LATE FRINGE																		A 7.0	21	522	1502	686	204^	736	314^	497	417^	105^	173^	600	251^	413^	332^	172^	172^	166^	53^	LT	LT
ABC NEWS SPECIAL(S)																		A 8.5	16	633	1821	827	334	865	382	612	481	84^	202	659	153^	383	419	73^	202	135^	57^	162^	112^
1 FRI. 11.45P 30 ABC N 144 88																		B 8.0	16	596	1701	752	279	819	307	529	455	99	228	626	228	395	357	88	168	127	69	129	100
ABC WEEKEND REPORT-SAT.																		A 8.5	16	633	1821	827	334	865	382	612	481	84^	202	659	153^	383	419	73^	202	135^	57^	162^	112^
SAT. 11.00P 15 ABC N 20 148 152 88 88																		B 8.0	16	596	1701	752	279	819	307	529	455	99	228	626	228	395	357	88	168	127	69	129	100

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+				
LATE FRINGE CONT'D																															
ABC WEEKEND REPORT-SUN.					20	150	151	A	8.0	16	596	1696	762	330	860	388	634	517	124	182	713	300	504	405	100	172	73	60	50	35	
1	SUN.	11.00P	15	ABC	N		90	90	B	6.8	16	507	1587	751	277	819	354	579	484	87	181	619	284	449	352	62	127	97	42	52	44
2	SUN.	11.03P	15																												
BARETTA-11:30PM					20	142	144	A	5.8	19	432	1303	601	275	657	222	389	394	89	191	393	139	268	236	69	90	174	90	79	70	
1	FRI.	12.15A	66	ABC	OP		88	88	B	5.7	18	425	1444	648	263	718	296	471	417	62	163	516	208	367	311	73	108	137	65	73	69
2	FRI.	11.30P	65																												
		11.30 - 12.00							A	7.8	20	581	1315	636	386	691	257	384	405	119	207	375	58	183	220	89	122	147	91	102	102
		12.00 - 12.30							A	5.9	18	440	1364	560	376	610	198	310	314	115	231	439	75	251	268	89	134	149	107	166	148
		12.30 - 1.00							A	4.9	19	365	1342	606	159	660	277	444	402	49	153	411	288	351	225	60	60	271	101	LT	LT
		1.00 - 1.30							A	4.9	23	365	1079	570	69	630	94	406	463	52	167	348	162	290	208	58	58	101	60	LT	LT
CBS NEWS SPECIAL REPORT(S)					177			A	9.7	30	723	1599	695	283	704	202	379	423	135	185	741	290	403	342	172	255	102	24	52	17	
1	WED.	11.30P	30	CBS	N		97																								
CBS SUNDAY NEWS-BRADLEY					19	123	133	A	8.3	19	618	1461	622	322	709	171	360	350	179	299	709	168	395	389	165	256	35	19	8	LT	
1	SUN.	11.36P	15	CBS	N		74	77	B	8.0	17	596	1564	690	263	760	197	388	404	148	294	690	210	374	365	128	244	63	29	51	29
2	SUN.	11.00P	15																												
LATE MOVIE I					98	165	166	A	7.5	27	559	1449	661	202	707	267	429	406	98	189	610	254	417	339	94	146	105	19	27	13	
1	MON.	11.30P	69	CBS	FF		92	93	B	7.4	26	551	1413	645	230	711	256	452	416	96	190	575	236	383	332	80	135	96	33	31	18
	TUE.	11.30P	70																												
1	WED.	12.00M	69																												
1	THU.	11.46P	25																												
1	FRI.	11.30P	72																												
2	MON.	11.30P	68																												
2	WED.	11.30P	69																												
2	THU.	11.30P	26																												
2	FRI.	11.30P	77																												
		11.30 - 12.00							A	8.2	25	611	1453	679	213	734	279	446	421	108	200	595	236	364	327	115	166	90	24	34	17
		12.00 - 12.30							A	7.3	27	544	1415	648	202	688	258	415	394	86	185	596	248	419	324	88	143	109	17	22	11
		12.30 - 1.00							A	5.2	28	387	1512	773	207	773	362	483	375	196	196	542	234	542	411	LT	LT	197	LT	LT	LT
LATE MOVIE II					97	165	166	A	4.8	28	358	1374	619	159	650	243	398	398	84	160	558	292	444	302	59	90	127	20	39	26	
1	MON.	12.42A	44	CBS	FF		92	93	B	4.9	27	365	1296	593	230	662	269	439	387	83	161	525	258	400	323	61	83	89	33	20	LT
1	TUE.	12.43A	44																												
1	WED.	1.12A	45																												
1	THU.	12.22A	53																												
1	FRI.	12.45A	42																												
2	MON.	12.41A	40																												
2	TUE.	12.43A	42																												
2	WED.	12.42A	44																												
2	THU.	12.06A	49																												
2	FRI.	1.05A	15																												
		12.00 - 12.30							A	5.5	24	410	1363	652	169	747	294	449	383	117	237	400	188	212	232	102	134	216	60	LT	LT
		12.30 - 1.00							A	5.2	29	387	1258	648	152	715	320	444	383	112	199	426	212	351	356	36	54	109	52	LT	LT
		1.00 - 1.30							A	4.5	28	335	1400	634	146	638	209	403	444	60	131	571	300	458	277	57	96	128	LT	63	42
		1.30 - 2.00							A	3.9	36	291	1192	391	110	391	123	123	46	222	222	667	461	667	361	LT	LT	134	LT	LT	LT
MANNIX-WED.					6	164	164	A	3.8	23	283	1350	716	297	805	388	565	481	50	155	452	170	319	173	46	133	85	LT	LT	LT	
1	WED.	12.37A	37	ABC	OP		93	93	B	4.3	27	320	1300	697	254	768	315	556	479	52	143	427	206	328	215	43	81	102	59	LT	LT
2	WED.	12.37A	43																												
		12.30 - 1.00							A	3.9	22	291	1347	728	299	807	388	566	468	58	161	464	182	320	165	62	144	62	LT	LT	LT
		1.00 - 1.30							A	3.8	26	283	1212	537	261	696	283	453	406	30	153	329	50	188	138	LT	141	187	LT	LT	LT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
													TOTAL	18-34	WOMEN 18-34		55-64	55+	TOTAL	18-34	MEN 18-34		55-64	55+	TOTAL FEM.	TOTAL 6-11												
LATE FRINGE CONT'D																																						
MANNIX-THURS.																																						
1	THU.	12.37A	44	ABC	OP	7	167	163	A	3.5	22	261	1567	781	253	831	268	510	478	97	204	536	122	387	406	92	130	119	LT	81	LT							
2	THU.	12.37A	45	ABC	OP	94	93	B	4.2	25	313	1262	585	233	681	212	466	430	42	145	449	150	346	324	58	77	87	22	45	16								
12.30 - 1.00																																						
1.00 - 1.30													A	3.8	22	283	1587	814	289	819	278	531	477	102	176	641	135	464	489	84	152	81	LT	46	LT			
													A	3.3	23	246	1496	727	203	825	247	475	476	81	223	395	107	282	294	101	101	158	LT	118	LT			
MIDNIGHT SPECIAL																																						
FRI.	1.00A	90	NBC	PC		20	198	197	A	3.3	19	246	1581	536	260	694	451	541	276	97	125	562	363	502	285	57	57	223	65	102	102							
1.00 - 1.30													B	3.6	23	268	1280	507	224	618	344	457	314	61	105	434	296	374	243	37	41	194	104	34	34			
1.30 - 2.00													A	4.3	21	320	1741	591	388	801	482	593	366	110	138	601	364	534	351	53	53	239	93	100	100			
2.00 - 2.30													A	3.2	19	238	1584	466	239	600	402	483	248	84	117	633	437	583	260	50	50	245	59	106	106			
													A	2.3	17	171	1374	572	70	666	490	549	170	94	117	420	280	345	217	75	75	188	LT	100	100			
NBC LATE NIGHT MOVIE																																						
1	SUN.	11.30P	126	NBC	FF	19	111	111	A	3.5	15	261	1644	514	203	587	284	402	310	65	139	651	291	493	429	73	96	249	134	157	157							
2	SUN.	11.30P	123	NBC	FF	63	63	B	2.8	14	209	1346	493	166	581	217	369	325	64	143	595	265	457	374	73	108	121	58	49	49								
11.30 - 12.00													A	4.0	12	298	1782	610	224	691	281	449	369	53	151	731	225	492	474	87	160	225	97	135	135			
12.00 - 12.30													A	3.8	15	283	1763	486	260	574	324	412	290	52	112	698	342	546	427	102	109	310	223	181	181			
12.30 - 1.00													A	3.2	16	238	1845	630	193	697	395	509	361	76	155	660	345	529	437	68	68	232	117	256	256			
1.00 - 1.30													A	3.1	19	231	1299	347	113	407	147	260	221	69	147	553	281	446	403	33	33	256	104	83	83			
POLICE STORY-MON.																																						
1	MON.	11.30P	65	ABC	OP	7	171	170	A	5.9	22	440	1452	729	198	741	228	466	466	81	199	587	219	389	286	135	160	90	22	34	34							
2	MON.	11.30P	66	ABC	OP	94	94	B	6.7	24	499	1387	639	212	699	224	452	429	62	168	560	230	383	295	121	137	99	59	29	29								
11.30 - 12.00													A	6.4	20	477	1491	724	207	741	223	469	469	94	210	616	233	399	288	146	171	91	18	43	43			
12.00 - 12.30													A	5.5	23	410	1463	746	188	749	224	468	471	68	198	592	208	405	312	131	108	90	21	52	52			
POLICE WOMAN																																						
WED.	11.30P	67	ABC	OP		20	174	175	A	6.9	26	514	1327	679	238	755	270	513	497	61	153	430	172	306	219	63	96	89	14	53	45							
11.30 - 12.00													B	6.9	25	514	1395	675	220	741	244	464	445	76	187	530	226	353	269	79	127	92	41	32	23			
12.00 - 12.30													A	7.6	25	566	1382	676	242	745	255	507	483	72	157	463	185	323	243	75	107	107	27	67	56			
													A	6.6	27	492	1264	686	221	761	272	514	521	48	145	395	151	281	197	55	89	67	LT	41	41			
SATURDAY NIGHT																																						
1	SAT.	11.30P	77	NBC	GV	17	212	211	A	14.6	40	1088	1718	577	314	703	449	557	390	52	93	651	387	521	387	57	84	232	100	132	104							
2	SAT.	11.30P	76	NBC	GV	99	98	B	12.9	38	961	1716	557	300	671	420	547	377	40	74	703	467	602	438	45	63	258	124	84	70								
11.30 - 12.00													A	15.8	39	1177	1697	596	315	696	399	530	393	63	116	644	352	479	392	70	99	212	87	145	118			
12.00 - 12.30													A	14.6	42	1088	1720	563	311	697	464	568	390	40	73	645	392	537	384	50	72	251	114	127	96			
STARKY AND HUTCH-THU.																																						
THU.	11.30P	67	ABC	OP		20	176	173	A	6.9	26	514	1438	703	179	738	243	439	446	89	178	513	178	322	310	95	137	117	36	70	27							
11.30 - 12.00													B	6.9	25	514	1455	651	246	758	316	517	450	50	154	492	223	342	278	65	106	150	73	55	33			
12.00 - 12.30													A	7.7	24	574	1409	688	166	737	255	433	439	93	181	483	173	293	267	93	136	116	41	73	39			
													A	6.5	28	484	1459	685	175	717	218	421	445	82	176	543	199	353	352	92	127	128	36	71	18			
TOMORROW SHOW																																						
M-TH	1.00A	45	NBC	CC		79	173	174	A	2.7	20	201	1060	637	194	642	159	284	343	105	299	403	154	308	269	41	90	LT	LT	LT	LT							
1.00 - 1.30													B	2.5	19	186	1091	661	194	693	202	344	398	98	246	365	164	262	213	49	81	33	LT	LT	LT	LT		
													A	2.9	20	216	1111	653	213	671	167	295	357	105	314	422	154	320	282	36	97	LT	LT	LT	LT			
TONIGHT SHOW																																						
1	MON.	11.30P	76	NBC	GV	99	213	212	A	7.5	27	559	1420	720	290	779	245	427	434	110	255	573	216	366	325	79	157	51	LT	17	15							
1	TU&TH	11.30P	75	NBC	GV	99	99	B	7.6	28	566	1407	705	261	769	271	447	437	110	225	559	247	378	316	81	136	64	22	15	11								
1	WED.	11.30P	77	NBC	GV	99	99																															
1	FRI.	11.30P	80	NBC	GV	99	99																															
2	M & TH	11.30P	77	NBC	GV	99	99																															
2	TU & F	11.30P	76	NBC	GV	99	99																															
2	WED.	11.30P	75	NBC	GV	99	99																															
CONT'D																																						

[illegible]

PROGRAM NAME								T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0.000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
													WOMEN					MEN												
														18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	12-17	6-11	
WEEKDAY DAYTIME CONT'D																														
DAYS OF OUR LIVES-CONT'D																														
M-F		1.30P	60	NBC	DD	99	99	B	7.0	25	522	1258	794	137	868	256	394	392	155	394	246	64	112	94	58	127	45	28	99	42
		1.30 - 2.00						A	7.6	25	566	1217	767	158	846	264	396	393	148	370	258	75^	124	109	43^130	45^	32^	68^	21^	
		2.00 - 2.30						A	8.0	26	596	1253	791	133	861	278	416	415	131	353	238	74^	125	108	34^113	52^	33^	102	36^	
DOCTORS																														
M-F		2.30P	30	NBC	DD	98	200	A	7.1	23	529	1204	824	116	893	293	448	437	104^369	193	61^	89^	66^	34^104^	61^	41^	57^	12v	31	
						97	97	B	6.4	23	477	1214	794	127	871	270	415	407	143	383	212	56	96	86	46	105	57	42	74	31
EDGE OF NIGHT																														
M-F		4.00P	30	ABC	DD	90	158	A	6.3	18	469	1435	836	231	950	363	566	482	108^323	164	50^	62^	61^	43^	84^	144	95^	177	91^	
						87	87	B	6.0	18	447	1396	779	183	910	363	554	452	107	303	185	66	81	60	37	86	133	91	168	90
FAMILY FEUD																														
1 TU-F		11.30A	30	ABC	QP	98	190	A	9.1	34	678	1518	708	147	810	372	512	386	94	225	292	128	169	87^	41^108	168	123	248	133	
2 M-F		11.30A	30			99	99	B	7.9	33	589	1429	715	144	820	342	513	391	101	242	327	130	170	116	57	134	104	66	178	84
GENERAL HOSPITAL																														
M-F		3.00P	60	ABC	DD	94	189	A	9.5	29	708	1347	862	193	975	473	630	512	110	253	130	35^	63^	61^	24^	52^	141	126	101	49^
		3.00 - 3.30				98	98	B	8.9	29	663	1308	812	153	932	448	605	457	105	259	144	48	70	62	24	57	119	101	113	64
		3.30 - 4.00						A	9.1	28	678	1327	865	188	974	482	632	514	111	250	131	33^	65^	62^	25^	52^	131	116	91	49^
								A	9.9	29	738	1347	853	192	967	462	623	505	108	254	129	35^	61^	58^	23^	52^	146	133	105	43^
GOOD MORNING, AMERICA-730																														
M-F		7.30A	30	ABC	N	100	186	A	4.0	24	298	1332	786	235	836	232	437	443	161^295	311	40v	141^188^	47v113^	80^	16v	105^	57^	142	73	
						98	98	B	3.1	20	231	1345	780	250	819	267	474	477	125	225	319	86	159	189	35	100	65	LT		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
														TOTAL	18-34	WOMEN 18-25-54		55-64	55+	TOTAL	18-34	MEN 18-25-54		55-64	55+	TOTAL FEM.	TOTAL 8-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																	
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																
WEEKEND DAYTIME CONT'D																																											
GLEN CAMPBELL GOLF-CONT'D																																											
2 SUN. 4.06P 144 CBS SE																		97																									
4.00 - 4.30																		A	4.6	12	343	1668	578	149v	613	91v	207	240	122v	336	857	138v	300	406	132v	380	105v	LT	93v	LT			
4.30 - 5.00																		A	5.2	12	387	1519	575	173	614	64v	181	201	165	387	773	109v	184	297	155v	424	67v	LT	65v	LT			
5.00 - 5.30																		A	6.9	15	514	1510	531	93v	544	64v	124	148	129	352	880	154	237	380	164	429	53v	LT	33v	LT			
5.30 - 6.00																		A	7.6	17	566	1495	555	102v	560	63v	111	141	157	389	873	173	246	382	191	423	27v	LT	35v	11v			
6.00 - 6.30																		A	9.1	18	678	1740	647	118	656	141	233	270	165	350	861	202	370	361	214	405	119	51v	104	57v			
GODZILLA SUPER 90 I																		16	203	203	A	5.2	24	387	1881	218	65v	218	126	173	107	LT	45v	231	137	190	145	LT	17v	206	149	1226	820
SAT. 9.00A 30 NBC CA																		99	99	B	5.4	24	402	1803	216	91	265	155	195	155	16	45	173	74	119	89	16	41	179	78	1186	753	
GODZILLA SUPER 90 II																		16	203	203	A	6.0	25	447	1893	197	58v	210	109	140	93	28v	57v	168	104	121	87	LT	20v	277	177	1238	789
SAT. 9.30A 30 NBC CA																		99	99	B	6.4	25	477	1832	218	84	279	174	203	163	18	46	169	75	112	87	20	44	207	81	1177	760	
GODZILLA SUPER 90 III																		16	203	203	A	5.8	22	432	2009	251	105	267	107	175	151	36v	58v	223	125	163	121	12v	28v	290	163	1229	795
SAT. 10.00A 30 NBC CA																		99	99	B	6.5	24	484	1846	243	102	313	190	241	188	LT	37	207	103	148	131	13	35	234	86	1092	683	
IN THE NEWS- 8.26AM																		22	191	190	A	5.1	32	380	1903	350	61v	350	152	168	139	88	135	281	150	150	122	LT	68v	161	84	1111	753
SAT. 8.26A 3 CBS CN																		96	96	B	5.1	35	380	1699	255	83	270	132	195	156	46	63	263	133	172	157	LT	57	167	60	999	671	
IN THE NEWS- 8.56AM																		22	191	191	A	6.2	31	462	1905	303	54v	303	124	229	198	17v	46v	263	108	162	141	LT	65v	256	69	1083	691
SAT. 8.56A 3 CBS CN																		96	96	B	6.3	32	469	1684	259	89	282	145	218	170	28	49	259	126	180	156	10	52	195	76	948	591	
IN THE NEWS- 9.26AM																		22	196	198	A	9.1	39	678	1788	240	109	293	188	261	166	LT	18v	306	157	241	207	8v	24v	260	90	929	565
SAT. 9.26A 3 CBS CN																		99	99	B	8.8	37	656	1701	286	114	330	190	256	156	29	57	284	165	226	155	17	37	203	86	884	513	
IN THE NEWS- 9.59AM																		22	196	196	A	10.2	40	760	1759	323	133	352	201	276	190	LT	27v	330	198	203	180	20v	74v	218	95	848	491
SAT. 9.59A 3 CBS CN																		99	99	B	10.2	39	760	1717	309	119	354	208	285	180	22	52	297	170	227	158	22	46	218	95	848	491	
IN THE NEWS-10.26AM																		22	195	195	A	9.8	36	730	1607	317	184	325	195	253	159	6v	45	321	143	174	150	14v	86	225	95	736	430
SAT. 10.26A 3 CBS CN																		99	99	B	10.0	37	745	1681	308	127	355	203	279	175	25	56	316	179	233	149	26	58	236	103	774	438	
IN THE NEWS-11.33AM																		22	193	193	A	7.0	26	522	1466	226	126	269	168	215	177	10v	10v	273	82	158	184	LT	41v	208	64	716	428
SAT. 11.33A 3 CBS CN																		99	99	B	8.7	32	648	1642	311	127	372	216	285	199	24	56	271	140	191	121	23	61	221	92	778	433	
IN THE NEWS-11.56AM																		22	193	193	A	6.9	25	514	1438	263	108	293	155	205	182	10v	44v	264	74	159	184	LT	46v	204	74	677	422
SAT. 11.56A 3 CBS CN																		99	99	B	8.2	30	611	1651	318	123	377	210	284	197	21	61	267	137	189	124	23	56	215	96	792	450	
IN THE NEWS-12.26PM																		22	184	181	A	5.4	19	402	1542	325	94	382	216	282	214	LT	72v	304	77v	152	159	37v	127	197	90	659	404
SAT. 12.26P 3 CBS CN																		96	95	B	6.3	23	469	1538	326	104	380	208	270	177	25	83	260	117	166	134	27	72	231	97	667	399	
IN THE NEWS-12.56PM																		21	189	184	A	6.8	23	507	1746	431	118	445	206	309	236	LT	87	432	89	229	227	46v	156	126	65	743	434
SAT. 12.56P 3 CBS CN																		98	97	B	7.3	25	544	1599	345	119	384	192	264	180	29	87	284	129	209	153	24	56	242	106	689	399	
IN THE NEWS- 1.26PM																		17	163	A	5.9	18	440	1136	330	34v	359	241	241	200	27v	84v	188	104v	145	145	43v	43v	212	73v	377	245	
1 SAT. 1.26P 3 CBS CN																		84	B	5.4	18	402	1575	380	138	419	205	271	192	55	110	326	160	241	170	32	67	245	93	585	360		
IN THE NEWS- 8.26AM-SUN.																		5	47	48	A	1.6	17	119	INSUFFICIENT FOR REPORTING																		
SUN. 8.26A 3 CBS CN																		42	43	B	1.3	14	97																				
IN THE NEWS- 8.56AM-SUN.																		5	43	41	A	2.0	15	149	1537	100v	LT	*100v100v 100v100v LT LT					113v	52v	52v	61v	LT	LT	176v	LT	1148	530	
SUN. 8.56A 3 CBS CN																		39	37	B	1.7	13	127																				
N'L CHAMPIONSHIP BOXING																		6	176	172	A	11.6	28	864	1750	474	229	532	215	320	303	70	131	868	324	618	508	100	206	182	58	168	120
1 SUN. 3.15P 75 ABC SE																		94	93	B	11.6	28	864	1791	495	203	538	214	359	315	64	129	854	322	576	507	109	217	217	86	182	136	
2 SUN. 3.30P 60																		A	10.9	27	812	1713	483	246	538	222	332	306	76	124	834	322	593	474	98	202	187	71	154	109			
3.30 - 4.00																		A	12.8	31	954	1778	454	206	519	213	305	291	66	141	905	331	639	527	105	220	180	49	174	126			
4.00 - 4.30																																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
														TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+											
WEEKEND DAYTIME CONT'D																																				
ISSUES AND ANSWERS						19	162	170	A	3.4	13	253	1593	494	162	629	143	296	286	130	272	556	232	323	241	123	209	111	39	297	221					
SUN.					12.00N	30	ABC	CC		95	95	B	3.0	11	224	1410	524	167			626	200	289	238	107	285	501	174	275	227	93	203	96	53	187	125
JETSONS						4	197	197	A	7.9	29	589	1808	315	135	345	202	273	175	LT	54	204	83	135	126	22	40	332	214	927	652					
SAT.					11.30A	30	NBC	CA		97	97	B	8.4	30	626	1813	361	141			399	205	305	216	20	67	234	99	154	154	25	44	318	187	862	581
KIDS ARE PEOPLE TOO II						22	124	122	A	3.5	15	261	1701	463	242	486	383	452	303	LT	LT	246	115	177	180	54	54	333	237	636	442					
SUN.					10.30A	30	ABC	CL		79	79	B	3.5	15	261	1800	396	138			443	239	335	261	23	85	300	162	234	166	LT	46	220	96	837	489
KIDS ARE PEOPLE TOO III						22	123	122	A	3.9	16	291	1708	417	234	458	309	389	258	LT	38	299	138	248	237	28	28	301	209	650	423					
SUN.					11.00A	30	ABC	CL		79	79	B	3.9	16	291	1872	444	174			511	309	404	281	28	77	331	157	254	203	20	52	233	111	797	497
MEET THE PRESS						20	173	175	A	3.6	13	268	1716	667	213	750	92	223	231	187	471	671	115	242	292	204	347	131	30	164	72					
SUN.					12.30P	30	NBC	CC		93	93	B	3.2	13	238	1471	538	122			590	113	206	181	106	346	670	177	303	274	131	312	97	LT	114	60
METRIC MARVELS-10:27AM						22	203	203	A	6.0	22	447	1991	261	112	274	109	187	168	34	51	203	94	135	121	12	30	288	170	1226	872					
SAT.					10.27A	2	NBC	IA		99	99	B	6.3	24	469	1807	248	96			312	177	233	170	21	50	197	100	139	124	15	31	225	93	1073	686
METRIC MARVELS-11:57AM						22	200	200	A	7.7	28	574	1735	308	126	337	183	261	170	11	59	182	71	109	113	22	45	290	203	926	621					
SAT.					11.57A	2	NBC	IA		98	98	B	5.7	21	425	1659	290	82			355	194	261	188	28	64	215	93	137	120	21	49	263	128	826	510
METRIC MARVELS-10:57AM						16	197	197	A	7.3	28	544	1768	300	147	326	212	285	190	20	31	223	119	186	140	LT	25	203	71	1016	763					
SAT.					10.57A	2	NBC	IA		98	98	B	7.3	26	544	1758	299	121			385	231	297	211	24	47	271	139	194	149	11	51	248	104	854	536
NBA BASKETBALL GAME						6	178	176	A	5.6	14	417	1640	388	105	463	161	210	193	21	176	818	295	434	365	173	317	189	43	170	113					
1 SUN. 4.05P 115 CBS SE 95 96																																				
2 SUN. 1.45P 141																																				
2.00 - 2.30																																				
2.30 - 3.00																																				
3.00 - 3.30																																				
3.30 - 4.00																																				
4.00 - 4.30																																				
4.30 - 5.00																																				
5.00 - 5.30																																				
5.30 - 6.00																																				
NCAA BASKETBALL GAME-SAT.						8	184	179	A	6.1	18	454	1626	454	154	522	192	268	255	93	205	732	235	378	359	156	309	213	28	159	117					
1 SAT.					2.30P	120	NBC	SE		95	92	B	5.7	16	425	1640	397	136			466	175	254	222	70	174	786	302	451	406	129	280	172	40	216	180
2 SAT.					1.30P	120																														
1.30 - 2.00																																				
2.00 - 2.30																																				
2.30 - 3.00																																				
3.00 - 3.30																																				
3.30 - 4.00																																				
4.00 - 4.30																																				
NCAA BASKETBALL GAME 2						1	178		A	6.0	16	447	1662	425	121	530	181	262	239	112	243	851	269	464	466	93	309	107	24	174	147					
2 SAT.					3.30P	122	NBC	SE		92		B	6.0	16	447	1662	425	121			530	181	262	239	112	243	851	269	464	466	93	309	107	24	174	147
3.30 - 4.00																																				
4.00 - 4.30																																				
4.30 - 5.00																																				
5.00 - 5.30																																				
NCAA BASKETBALL GAME-SUN.						1	184		A	7.3	18	544	1853	438	255	530	232	254	246	76	237	975	411	632	604	74	204	82	LT	266	218					
2 SUN.					3.00P	120	NBC	SE		93		B	7.3	18	544	1853	438	255			530	232	254	246	76	237	975	411	632	604	74	204	82	LT	266	218
CONT'D																																				

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK # DAY		START TIME		DUR		NET TYPE		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
																								TOTAL					TOTAL					TOTAL		TOTAL											
																								18-34 35-44 45-54 55-64 65+					18-34 35-44 45-54 55-64 65+					12-17 18-24 25-34 35-44 45-54		2-11 6-11											
WEEKEND DAYTIME CONT'D																																															
NCAA BASKETBALL GA-CONT'D																																															
3.00 - 3.30														A		6.5		17		484		1742		436^259^		523 243^		243^231^		88v239^		1043 399^					611 671					80v212^		56v LT		120v 50v	
3.30 - 4.00														A		7.4		19		551		1858		439^249^		528 235^		235^219^		84v260^		1074 385^					660 643					86v264^		91v LT		165^ 137^	
4.00 - 4.30														A		7.3		18		544		1851		438^265^		528 237^		260^254^		65v233^		885 409^					596 541					68v194^		98v 13v		340^ 312^	
4.30 - 5.00														A		8.0		19		596		1938		438 248^		533 210^		266^276^		69v220^		913 452					657 570					67v153^		78v LT		414 343^	
NCAA BASKETBALL-NAT'L 2														6		187		179																													
SUN. 1.00P 120 NBC SE														B		5.8		17		432		1817		467 238^		532 169^		262^261^		62v207^		925 383					636 549					118^251^		168^ LT		192^ 141^	
1.00 - 1.30														A		6.5		18		484		1649		411 163		471 171		265 233		89 171		877 332					544 505					146 268		151 29		150 105	
1.30 - 2.00														A		4.9		16		365		1833		446 216^		490 140^		241^243^		59v193^		913 425					677 501					104^236^		161^ LT		269^ 201^	
2.00 - 2.30														A		6.1		18		454		1760		412 250^		484 161^		261^262^		60v174^		905 402					629 526					116^257^		141^ LT		230^ 165^	
2.30 - 3.00														A		5.8		16		432		1794		517 258^		594 169^		257^280^		61v255^		880 365					559 494					129^256^		182^ 13v		138^ 118^	
														A		6.3		16		469		1883		488 218^		550 200^		275 250^		70^217^		1000 352					687 661					123^251^		183^ LT		150^ 101^	
PRO BOWLERS TOUR														8		186		186																													
SAT. 3.30P 90 ABC SE														A		9.6		25		715		1541		555 121^		589 140^		263 242		140^287		759 208					385 370					169^306		99^ 33v		94^ 53^	
3.30 - 4.00														B		9.4		25		700		1606		570 145		609 146		284 276		114 272		685 184					350 339					135 273		166 60		146 94	
4.00 - 4.30														A		8.2		23		611		1481		539 138^		570 126^		254 245		134^273		743 214					371 340					151^307		93^ 23v		75^ 48v	
4.30 - 5.00														A		9.7		26		723		1516		555 114^		596 150^		264 229		147^300		726 204					371 364					162^288		99^ 35v		95^ 54^	
														A		11.1		28		827		1578		557 114^		591 142^		267 248		136^283		783 204					396 389					187 317		99^ 38^		105^ 56^	
SCHOOLHOUSE ROCK-8.26AM														16		190		190																													
SAT. 8.26A 4 ABC CA														A		4.8		33		358		1936		220^114^		292^195^		253^178^		LT LT		194^ 81v					194^163^					LT LT		204^146^		1246 758	
8.26 - 8.58														B		4.2		28		313		1708		181 48		214 112		163 129		LT 26		217 9v					186 148					LT 23		142 82		1135 742	
SCHOOLHOUSE ROCK-9.26AM														16		190		189																													
SAT. 9.26A 4 ABC CA														A		5.6		24		417		1597		184^ 89^		217^124^		188^149^		LT LT		167^100^					167^128^					LT LT		211^135^		1002 568	
9.26 - 9.58														B		6.0		24		447		1726		209 54		247 119		178 119		LT 40		184 115					157 118					LT 22		239 106		1056 647	
SCHOOLHOUSE ROCK-10.56AM														12		192		193																													
SAT. 10.56A 3 ABC CA														B		6.4		24		477		1723		280 143^		313 173^		239^214^		LT LT		222^107^					154^147^					20v 20v		33v 192^		627 480	
10.56 - 11.28														B		6.7		25		499		1672		201 68		235 130		173 139		LT 31		171 92					125 99					11 25		252 113		1014 606	
SCHOOLHOUSE ROCK-11.26AM														16		186		183																													
SAT. 11.26A 3 ABC CA														B		6.2		24		462		1702		247 75		291^195^		225^163^		LT LT		217^155^					206^106^					11v 11v		331 177^		842 548	
11.26 - 11.58														B		6.2		24		462		1702		247 75		294 151		221 169		LT 39		208 130					171 109					17 27		278 132		922 558	
SCHOOLHOUSE ROCK-11.56AM														18		185		184																													
SAT. 11.56A 3 ABC CA														A		6.1		22		454		1718		267^174^		353 170^		240^189^		36v 51v		225^136^					188^131^					24v 37v		336 147^		804 511	
11.56 - 11.58														B		6.1		24		454		1695		307 119		353 194		275 199		22 47		246 146					190 131					23 42		293 134		803 505	
SCHOOLHOUSE ROCK-11.55AM														22		132		128																													
SUN. 11.55A 4 ABC CA														A		3.3		13		246		1565		370^174^		455^316^		430^215^		LT 25v		391^135^					293^257^					28v 73v		162^ 98v		557 345^	
11.55 - 12.00														B		3.2		13		238		1607		181 155		537 278		409 323		38 96		391 177					287 243					49 88		146 66		533 260	
SCOOBY'S ALL STARS I														16		190		190																													
SAT. 8.00A 30 ABC CA														A		4.1		32		305		1925		184^ 85v		246^163^		206^144^		LT LT		182^ 59v					182^163^					LT LT		190^128^		1307 796	
8.00 - 8.30														B		3.7		27		276		1726		166 47		199 101		147 123		LT 26		198 82					165 133					LT 29		142 76		1187 781	
SCOOBY'S ALL STARS II														16		190		189																													
SAT. 8.30A 30 ABC CA														A		5.2		27		387		1698		213^109^		246^124^		207^173^		LT LT		154^118^					154^109^					LT LT		227^ 87^		1071 638	
8.30 - 9.00														B		5.2		26		387		1765		219 49		254 121		187 138		LT 44		233 145					201 134					LT 23		179 82		1099 679	
SCOOBY'S ALL STARS III														16		190		189																													
SAT. 9.00A 30 ABC CA														A		6.0		27		447		1626		192^ 96^		218^122^		189^157^		LT LT		162^ 92^					162^130^					LT LT		230^161^		1016 564	
9.00 - 9.30														B		6.3		26		469		1781		217 55		253 123		185 126		LT 43		192 118					160 122					10 26		248 116		1088 680	
SPACE ACADEMY														22		184		181																													
SAT. 12.00N 30 CBS CL														A		5.8		21		432		1523		337 128^		401 238^		303 219^		LT 70v		253^ 61v					133^142^					24v 94^		207^ 90^		662 409	
12.00 - 12.30														B		6.8		25		507		1567		327 118		379 211		272 182		18 78		255 118					168 136					25 67		231 98		702 418	
SPORTSWORLD														7		160		152																													
1 SUN. 5.02P 58 NBC SE														A		5.6		12		417		1844		577 168^		640 164^		274^285^		137^296^		832 293^		448 393					144^303		159^ 82^		213^ 186^				
2 SUN. 5.00P 60														B		7.2		17		536		1842		493 132		555 205		325 285		79 190		829 311					501 448					131 232		230 70		228 158	
5.00 - 5.30														A		5.2		12		387		1817		548 162^		603 136^		256^254^		147^296^		874 345		516 428					140^275^		130^ 46v		210^ 194^				
5.30 - 6.00														A		6.0		13		447		1861		599 169^		666 186^		290 307		126^292		796 254^		390 363					147^327		178^107^		221^ 182^				
SUNDAY MORNING CONT'D														5		76		79																													
5.00 - 5.30														A		2.0		11		149		1329		509^208v		516^135v		322^275^		94v194v		570^135v					348^376^					LT 167v		61v LT		182v 142v	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)										
													WOMEN					MEN																		
													18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL	6-11											
WEEKEND DAYTIME CONT'D																																				
SUNDAY MORNING-CONT'D																																				
SUN. 9.00A 90 CBS N 67 68													B	2.0	10	149	1547	560	233	596	180	308	242	60	281	569	134	307	368	LT	167	67	LT	315	194	
9.00 - 9.30													A	1.6	10	119	1294	429	168	429	171	218	218	93	211	446	92	218	251	LT	195	LT	LT	386	244	
9.30 - 10.00													A	2.0	10	149	1255	530	175	530	221	390	303	100	140	523	87	315	395	LT	128	54	LT	148	148	
10.00 - 10.30													A	2.2	10	164	1470	590	305	597	121	353	323	93	238	726	213	488	469	37	190	86	LT	61	61	
SUPERSTARS																																				
1 SUN. 2.00P 75 ABC SE 96 95													A	10.5	27	782	1694	515	236	579	252	398	363	96	111	659	300	455	356	86	171	179	75	277	169	
2 SUN. 2.00P 90													B	9.8	26	730	1761	538	230	584	223	389	346	81	140	701	277	462	380	95	188	212	87	264	177	
2.00 - 2.30													A	8.7	23	648	1673	524	231	590	252	410	375	92	112	598	280	425	337	77	144	163	66	322	209	
2.30 - 3.00													A	10.7	27	797	1716	509	222	579	256	397	369	93	105	673	301	462	368	83	179	178	74	286	169	
3.00 - 3.30													A	14.0	35	1043	1651	509	279	568	253	390	348	124	124	667	302	446	322	101	188	195	98	221	123	
TARZAN AND SUPER SEVEN 1													A	8.0	30	596	1554	245	108	255	135	162	104	11	76	291	118	165	179	17	48	266	145	742	453	
SAT. 10.30A 30 CBS CA 99 99													B	8.7	32	648	1667	308	118	355	204	272	185	16	56	293	158	215	139	26	56	229	102	790	441	
TARZAN AND SUPER SEVEN 2													A	7.4	27	551	1539	253	140	262	149	180	167	37	37	281	119	164	175	LT	47	269	96	727	458	
SAT. 11.00A 30 CBS CA 99 99													B	9.0	33	671	1650	296	123	356	212	273	193	25	50	264	143	189	118	27	57	234	95	796	450	
TARZAN AND SUPER SEVEN 3													A	7.2	26	536	1466	251	113	286	160	212	180	10	31	268	75	157	190	LT	41	210	71	702	429	
SAT. 11.30A 30 CBS CA 99 99													B	8.4	31	626	1644	313	125	369	212	281	197	23	59	268	138	190	122	25	58	222	93	785	440	
30 MINUTES													A	5.7	18	425	1259	415	191	438	111	309	346	24	92	452	157	419	330	33	33	268	96	101	33	
1 SAT. 1.30P 30 CBS DN 90													B	5.0	16	373	1600	451	157	498	218	325	263	48	133	367	144	256	188	40	96	275	106	460	278	
TUCSON OPEN GOLF-SAT.(S)													A	4.0	10	298	1470	524	117	558	131	228	231	128	283	704	178	275	304	212	379	123	LT	85	54	
1 SAT. 4.30P 90 NBC SE 87													A	3.3	9	246	1622	504	146	565	182	292	276	102	240	748	232	318	321	165	373	170	LT	139	90	
4.30 - 5.00													A	4.3	11	320	1381	493	109	521	105	191	194	123	284	683	164	270	321	196	362	111	LT	66	34	
5.00 - 5.30													A	4.5	10	335	1409	553	99	574	115	210	221	152	310	672	149	242	269	251	388	103	17	60	45	
5.30 - 6.00													A	5.8	14	432	1750	476	92	592	168	291	212	103	254	819	165	333	408	196	376	192	30	147	103	
TUCSON OPEN GOLF-SUN.(S)													A	5.0	12	373	1694	459	126	531	153	265	198	75	212	804	223	423	391	195	332	232	LT	127	99	
1 SUN. 3.00P 122 NBC SE 96													A	5.0	12	373	1625	477	70	551	129	252	231	83	245	773	134	349	412	197	361	186	LT	115	115	
3.00 - 3.30													A	6.3	15	469	1840	499	60	616	163	292	230	120	269	857	160	303	441	210	416	185	34	182	86	
3.30 - 4.00													A	6.7	16	499	1830	468	108	646	210	337	185	126	284	845	146	285	390	190	399	182	72	157	115	
WHAT'S NEW, MISTER MAGOO													A	1.3	15	97																				
SUN. 8.00A 30 CBS CA 42 43													B	1.1	13	82																				
WORLD SERIES-AUTO RACING													A	5.3	16	395	1663	458	124	519	198	291	227	99	190	873	310	538	461	124	282	148	22	123	91	
SAT. 2.30P 60 ABC SE 84 84													B	5.3	16	395	1663	458	124	519	198	291	227	99	190	873	310	538	461	124	282	148	22	123	91	
2.30 - 3.00													A	5.1	16	380	1729	454	134	521	203	284	208	86	192	918	304	557	467	123	308	140	26	150	108	
3.00 - 3.30													A	5.6	17	417	1547	447	106	500	187	288	237	105	183	804	303	499	439	119	252	152	16	91	72	
YOGI'S SPACE RACE													A	1.9	15	142	1211	112	91	112	64	112	70	LT	LT	184	85	85	78	LT	LT	42	LT	873	500	
SAT. 8.00A 30 NBC CA 98 97													B	1.8	14	134	1224	172	119	172	90	112	127	LT	LT	171	112	120	60	LT	LT	LT	LT	859	478	
													INSUFFICIENT FOR REPORTING																							

INSUFFICIENT FOR REPORTING

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. FEB. 12, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,730 23.8					17,880 24.0							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,380 19.3					11,850 15.9							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 18.8		19.1* 27* 19.4		19.5* 27* 19.1	23 15.8	15.6* 22* 15.5	15.6 22* 15.6	15.6* 22* 15.6	16.3	16.4* 25* 16.6	16.7	15.7* 25* 14.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)					30,770 41.3								17,140 23.0				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					21,460 28.8								14,160 19.0				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					40 26.8		27.2* 39* 27.6	28.1	28.1* 39* 28.2	29.8	29.9* 41* 30.0	30.6 42* 29.2	29.9* 30 19.9	19.4* 30* 18.9	18.8	18.7* 30* 18.6	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,810 23.9					25,330 34.0							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,600 19.6					18,330 24.6							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 40.3		18.7* 27* 19.4		20.5* 29* 21.1	24.6 36 23.0	23.1* 32* 23.2	22.8 23.2	23.0* 32* 23.2	26.5 26.5 19.4	26.4* 40* 26.2	26.4	26.0* 41* 25.6
W E K 2	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					21,980 29.5								11,620 15.6				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 28.7		29.1* 41* 29.6		31.2* 43* 31.3	29.4	29.1* 40* 28.8	29.8	28.7* 40* 27.6	16.7 24 16.7	16.1* 25* 15.5	15.4	15.1* 24* 14.9
	W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,350 20.6					18,480 24.8		15,790 21.2		16,760 22.5		
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)						12,290 16.5					16,910 22.7		14,160 19.0		15,050 20.2			
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 16.5		16.4* 23* 16.2		16.7* 23* 16.8		23.1 27 19.4	18.7	19.6 24 19.6	20.2* 31* 20.8	20.4	20.1* 32* 19.8	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,850 25.3					24,210 32.5							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,790 21.2					17,280 23.2							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 19.7		20.6* 29* 21.4		21.7* 30* 22.0		20.4* 28* 20.4	21.2	22.2 30* 22.2	25.8* 39* 25.5	25.5	24.9* 40* 24.4	
TV HOUSEHOLDS USING TV		WK 1	63.3	65.0	65.5	66.9	69.5	71.2	71.6	72.3	72.7	72.4	71.7	70.5	65.5	64.8	64.3	61.3
(See Def. 1)		WK 2	64.8	66.5	66.2	68.0	69.8	71.0	72.1	72.4	73.3	73.4	72.0	70.7	66.0	65.0	63.4	60.9

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. MON. FEB. 19, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 13, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					24,660 33.1		25,630 34.4		25,780 34.6		23,170 31.1		22,130 29.7				
	ABC TV							Happy Days	Laverne and Shirley	Three's Company		Taxi	(OP)			Starsky & Hutch		
	AVERAGE AUDIENCE (Households (000) & %)					22,280 29.9		23,840 32.0		24,590 33.0		20,710 27.8		17,660 23.7		24.4*		23.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					46 28.2	31.6	48 31.8	32.1	49 32.7	33.3	43 28.3	27.3	43 24.8		43* 24.1	23.3	44* 22.9
1	TOTAL AUDIENCE (Households (000) & %)					16,540 22.2								11,250 15.1				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,610 12.9	12.5*		11.8*		12.7*		14.6*	9,690 13.0	13.2*		12.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					20 13.3	19* 11.7		18* 11.9	12.5	19* 12.9	14.0	15.1	23* 13.1	24 13.3		24* 12.8	24* 12.6
1	TOTAL AUDIENCE (Households (000) & %)					16,460 22.1								11,620 15.6				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,730 14.4	13.2*		14.8*		15.0*		14.6*	8,870 11.9	11.6*		12.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					22 13.3	20* 13.2		22* 15.3	15.2	22* 14.8	15.9	23* 13.4	22 11.7	20* 11.4		23* 11.9	23* 12.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					26,890 36.1		26,370 35.4		29,870 40.1								
	ABC TV							Happy Days	Laverne and Shirley	(OP)				Roots: The Next Generations (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					23,990 32.2		24,730 33.2		24,360 32.7		32.2*		33.0*		33.4*		32.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					48 31.1	33.3	49 32.7	33.8	50 31.5	46* 32.8	33.3	48* 32.7	48* 33.6	52* 33.3		53* 32.8	53* 31.5
2	TOTAL AUDIENCE (Households (000) & %)					22,130 29.7								11,620 15.6				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,930 18.7	16.4*		18.1*		20.2*		20.2*	8,940 12.0	12.6*		11.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					27 16.1	24* 16.8	18.0	27* 18.3	20.3	29* 20.0	20.3	29* 20.1	19 13.1	20* 12.1		19* 11.7	19* 11.1
2	TOTAL AUDIENCE (Households (000) & %)					19,070 25.6												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,130 13.6	14.9*		13.9*		13.2*		12.3*		13.8*		13.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					20 15.5	22* 14.4	14.1	20* 13.8	13.7	19* 12.7	12.4	18* 12.2		21* 14.0		22* 13.8	22* 13.3
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		60.6	61.9	62.4	63.1	64.4	65.2	65.8	66.5	66.7	66.8	65.3	63.5	57.8	55.5	53.0	51.8	
WK 2		61.8	63.7	65.1	65.6	66.9	67.7	67.8	68.4	69.2	69.6	69.5	68.9	65.3	63.9	62.0	59.8	

U.S. TV Households: 74,500,000. * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 14, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,720 30.5				20,860 28.0				15,350 20.6				
AVERAGE AUDIENCE (Households (000) & %)					19,070 25.6				16,910 22.7				13,040 17.5				
SHARE OF AUDIENCE %					39	24.6*			33	22.7*			33*	28	17.1*		17.8*
AVG. AUD. BY 1/4 HR. %					23.7	25.5	26.5	26.6	22.8	22.5	22.9	22.4	16.9	17.3	17.9		17.8
<div>Eight Is Enough</div> <div>Charlie's Angels</div> <div>(OP)</div> <div>Vegas</div>																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					13,930 18.7		13,710 18.4		17,140 23.0		13,780 18.5		17,510 23.5				
AVERAGE AUDIENCE (Households (000) & %)					12,070 16.2		12,440 16.7		15,500 20.8		12,440 16.7		14,080 18.9				
SHARE OF AUDIENCE %					25		25		31		25		30		19.5*		18.2*
AVG. AUD. BY 1/4 HR. %					15.8	16.6	16.4	17.1	20.8	20.7	16.5	17.0	19.7	19.3	18.4		16.0
<div>Bugs Bunny's Valentine (8:00-8:30PM)</div> <div>Popeye Valentine Special (8:30-9:00PM)</div> <div>(OP)</div> <div>M*A*S*H (8)</div> <div>One Day at a Time</div> <div>Dolly and Carol in Nashville (10:00-11:00PM)</div>																	
K																	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					15,870 21.3				22,200 29.8								
AVERAGE AUDIENCE (Households (000) & %)					12,070 16.2				15,940 21.4								
SHARE OF AUDIENCE %					25	16.0*			25*	19.8*			22.5*		22.1*		21.3*
AVG. AUD. BY 1/4 HR. %					16.1	15.9	16.1	16.6	19.3	20.4	22.5	22.5	22.1	22.1	21.7		20.9
<div>Supertrain</div> <div>(OP)</div> <div>NBC Novels for Television "FROM HERE TO ETERNITY" Pt. I (9:00-11:00PM)</div>																	

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					28,680 38.5				28,760 38.6								
AVERAGE AUDIENCE (Households (000) & %)					25,110 33.7				23,690 31.8								
SHARE OF AUDIENCE %					50	32.3*			51*	31.9*			32.6*		32.1*		30.5*
AVG. AUD. BY 1/4 HR. %					30.7	33.8	35.2	35.3	31.4	32.5	32.9	32.4	32.5	31.6	31.0		30.0
<div>Eight Is Enough</div> <div>(OP)</div> <div>Roots: The Next Generations (9:00-11:00PM)</div>																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					12,140 16.3				16,460 22.1		14,830 19.9		13,190 17.7				
AVERAGE AUDIENCE (Households (000) & %)					9,610 12.9				14,530 19.5		13,780 18.5		10,650 14.3				
SHARE OF AUDIENCE %					19	12.6*			28		27		23		15.1*		13.5*
AVG. AUD. BY 1/4 HR. %					12.6	12.7	12.8	13.3	19.4	19.7	18.4	18.5	15.5	14.7	13.7		13.3
<div>Spider-Man (8:00-9:00PM)</div> <div>(OP)</div> <div>One Day at a Time</div> <div>The Jeffersons</div> <div>Kaz</div>																	
K																	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					13,040 17.5				16,390 22.0								
AVERAGE AUDIENCE (Households (000) & %)					10,130 13.6				11,100 14.9								
SHARE OF AUDIENCE %					20	13.8*			20*	14.6*			15.4*		15.1*		14.7*
AVG. AUD. BY 1/4 HR. %					13.9	13.6	13.3	13.6	14.4	14.8	15.8	15.0	15.4	14.8	14.6		14.7
<div>Supertrain</div> <div>(OP)</div> <div>NBC Novels for Television "FROM HERE TO ETERNITY" Pt. II (9:00-11:00PM)</div>																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)	WK 1	57.0	59.1	60.0	61.1	63.1	64.6	65.1	66.5	67.7	68.5	68.2	67.8	64.7	63.4	61.3	58.7
	WK 2	60.0	61.8	62.0	63.3	65.8	66.9	68.1	68.6	68.5	69.6	69.7	68.5	66.6	64.3	62.0	60.2

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. WED. FEB. 21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. FEB. 15, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		61.1	62.8	63.3	64.7	66.8	67.8	66.9	67.6	69.2	70.1	69.4	68.8	65.2	62.9	59.3	57.5		
WK 2		59.9	60.9	61.8	63.0	65.0	65.5	66.4	66.8	68.1	69.1	68.5	68.6	65.1	64.1	63.3	60.4		
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarters-hour)																			

U.S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs section, Page A-36

EVE. THU. FEB. 22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 16, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,060 13.5		13,410 18.0		27,340 36.7								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					16,460 22.1				19,070 25.6				18,400 24.7				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					19,590 26.3		13,560 18.2		9,540 12.8		8,270 11.1		9,310 12.5				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 4	TOTAL AUDIENCE (Households (000) & %)					9,610 12.9		15,120 20.3		26,300 35.3								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 5	TOTAL AUDIENCE (Households (000) & %)					17,280 23.2				17,730 23.8				15,790 21.2				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 6	TOTAL AUDIENCE (Households (000) & %)					17,430 23.4		13,260 17.8		9,310 12.5		10,280 13.8						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV		WK 1	57.7	58.3	58.0	59.1	59.5	60.2	61.0	61.8	62.3	62.6	61.9	61.6	60.0	59.6	58.8	58.4
(See Def. 1)		WK 2	55.1	55.7	56.3	56.3	56.8	57.8	59.8	61.2	62.3	62.2	61.8	62.3	60.8	60.0	59.2	58.4

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 17, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						21,160 28.4						19,440 26.1						
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						15,120						14,230						
	SHARE OF AUDIENCE %						20.3	18.9*		20.3*		21.7*	19.1	18.5*		19.5*		19.2*	
	AVG. AUD. BY ¼ HR. %						34	32 *		34 *		36 *	34	32 *		35 *		34 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						13,040 17.5					16,840 22.6							
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						10,360					12,590							
	SHARE OF AUDIENCE %						13.9	14.0*		13.9*	16.9	15.4*		16.7*		17.6*		17.7*	
	AVG. AUD. BY ¼ HR. %						24	24 *		23 *	29	26 *		29 *		31 *		32 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						17,880 24.0					16,020 21.5				13,710 18.4			
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						14,970					12,890				11,920			
	SHARE OF AUDIENCE %						20.1	19.6*		20.7*	17.3	17.1*		17.6*		16.0	15.6*	16.4*	
	AVG. AUD. BY ¼ HR. %						34	34 *		35 *	29	29 *		30 *		28	28 *	25 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						11,990 16.1		11,550 15.5		21,010 28.2				18,920 25.4				
	ABC TV							Delta House	Welcome Back, Kotter										
	AVERAGE AUDIENCE (Households (000) & %)						10,060 13.5		10,060 13.5		17,660 23.7				15,870 21.3				
	SHARE OF AUDIENCE %						24		23		39				40 *		37		38 *
	AVG. AUD. BY ¼ HR. %						13.1	13.9	12.7	14.3	22.8		24.2	24.0	23.9	21.4	21.1	21.5	21.1
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,230 19.1					14,680 19.7							
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,100 14.9					10,430 14.0							
	SHARE OF AUDIENCE %						25	14.6*		15.1*	25 *	12.6*		13.4*		15.0*		14.8*	
	AVG. AUD. BY ¼ HR. %						14.7	14.5	15.4	14.8	12.9	12.4	13.0	13.7	14.9	15.2	14.9	14.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						20,120 27.0					15,650 21.0				15,050 20.2			
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						16,610 22.3					13,190 17.7				12,670 17.0			
	SHARE OF AUDIENCE %						38	21.2*		23.3*	39 *	17.5*		17.8*		30 *	17.1*		16.9*
	AVG. AUD. BY ¼ HR. %						20.4	22.1	23.3	23.3	17.6	17.3	17.6	18.1	17.2	16.9	16.7	17.1	17.1
TV HOUSEHOLDS USING TV		WK 1	55.3	56.4	56.7	57.8	58.4	58.6	59.1	60.1	59.8	60.0	58.8	58.1	56.9	56.2	56.0	55.9	
(See Def. 1)		WK 2	54.1	55.5	56.0	56.4	56.9	57.9	59.4	59.6	60.0	60.0	60.0	60.4	58.0	57.3	56.5	56.3	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,720 21.1				26,890 36.1								18,850 25.3				
	ABC TV	Osmond Family Show (OP) → Roots: The Next Generations (8:00-10:00PM) → Battlestar: Galactica																
	AVERAGE AUDIENCE (Households (000) & %)	11,180 15.0				20,710 27.8								14,680 19.7				
	SHARE OF AUDIENCE %	24	14.3*			24*				27.5*				43*		18.8*		20.6*
	AVG. AUD. BY ¼ HR. %	14.2	14.3	15.1	16.3	24.4	26.4	27.3	27.8	28.4	28.8	29.8	29.5	17.3	20.3	21.0	20.2	
1	TOTAL AUDIENCE (Households (000) & %)	23,840 32.0				16,320 21.9		15,050 20.2		25,930 34.8								
	CBS TV	60 Minutes → All In The Family → Alice (OP) → CBS Sunday Night Movie "MARATHON MAN" (9:00-11:36PM)																
	AVERAGE AUDIENCE (Households (000) & %)	19,890 26.7	26.5*			14,230 19.1		14,010 18.8		14,080 18.9	15.8*			15.3*		19.6*		21.2*
	SHARE OF AUDIENCE %	42	43*			28		27		31	23*			22*		31*		36*
	AVG. AUD. BY ¼ HR. %	25.7	27.3	27.4	26.4	18.9	19.3	18.4	19.1	15.8	15.7	15.4	15.2	18.7	20.5	21.0	21.4	
2	TOTAL AUDIENCE (Households (000) & %)	16,610 22.3				27,490 36.9										12,290 16.5		
	NBC TV	Wonderful World of Disney "RIDE A WILD PONY" Pt. II → Big Event "AMERICAN GRAFFITI" (8:00-10:18PM)(1) (OP) → Weekend (10:18-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	12,960 17.4	16.0*			16,760 22.5		21.2*		22.6*				22.6*		9,830 13.2		12.9*
	SHARE OF AUDIENCE %	28	26*			33		32*		33*				33*		22		22*
	AVG. AUD. BY ¼ HR. %	15.1	17.0	18.1	19.2	21.1	21.3	22.3	22.9	22.2	22.5	22.7	22.5	25.7	14.0	12.8	13.1	
W E E K 2	(Households (000) & %)	28.0								28,160 37.8								
	ABC TV	Battlestar: Galactica → (OP) → Roots: The Next Generations (9:00-11:03PM)																
	AVERAGE AUDIENCE (Households (000) & %)	14,450 19.4	17.0*							21,310 28.6								
	SHARE OF AUDIENCE %	28	26*							20.8*				27.4*		29.1*		32.3*
	AVG. AUD. BY ¼ HR. %	15.7	18.3	19.2	19.4	20.8	20.4	20.7	20.9	24.8	25.6*	26.3	27.0	27.7	28.5	29.6	32.2	32.4
2	TOTAL AUDIENCE (Households (000) & %)	25,400 34.1				21,310 28.6		20,930 28.1		24,360 32.7								
	CBS TV	60 Minutes → All In The Family → Alice (OP) → Celebrity Challenge of the Sexes (9:00-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	20,410 27.4	26.5*			19,520 26.2		19,890 26.7		17,140 23.0	23.2*			23.8*		22.2*		22.7*
	SHARE OF AUDIENCE %	41	41*			37		37		32	31*			32*		30*		34*
	AVG. AUD. BY ¼ HR. %	25.2	27.7	28.4	28.4	25.3	27.1	26.6	26.8	23.4	23.1	23.7	23.8	22.6	21.7	23.0	22.3	
2	TOTAL AUDIENCE (Households (000) & %)	26,000 34.9														9,090 12.2		
	NBC TV	Big Event "THE SOUND OF MUSIC" (7:00-10:29PM)(1)(R) (OP) → Weekend (10:29-11:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	16,090 21.6	16.8*			19.7*				23.1*				23.3*		7,900 10.6		10.5*
	SHARE OF AUDIENCE %	30	26*			28*				32*				31*		16		16*
	AVG. AUD. BY ¼ HR. %	16.2	17.4	19.0	20.4	22.6	22.4	23.1	23.1	23.5	23.8	23.8	22.8	22.7	13.7	10.9	10.0	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		60.2	62.7	64.2	65.4	66.5	67.9	68.1	69.6	68.7	68.8	69.6	69.1	65.3	61.3	58.5	57.5	
WK 2		62.8	66.5	68.6	70.1	70.1	70.9	71.3	72.2	73.6	74.4	74.8	74.3	73.4	72.2	67.2	65.5	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	
W E K 1		TOTAL AUDIENCE (Households (000) & %)																			
		ABC TV																			
		AVERAGE AUDIENCE (Households (000) & %)																			
		SHARE OF AUDIENCE %																			
		AVG. AUD. BY ¼ HR. %																			
		5,810 7.8																			
		ABC Weekend Report- Sunday																			
		5,440																			
		7.3																			
		14																			
		7.3																			
		TOTAL AUDIENCE (Households (000) & %)																			
		CBS TV																			
		AVERAGE AUDIENCE (Households (000) & %)																			
		SHARE OF AUDIENCE %																			
		AVG. AUD. BY ¼ HR. %																			
		6,480 8.7																			
		7,080 9.5																			
		6,330 8.5																			
		22.6*																			
		44 *																			
		22.5																			
		22.8																			
		8.6																			
		8.4																			
		7.0																			
		7.7*																			
		26																			
		23 *																			
		7.9																			
		7.9																			
		7.3																			
		6.9*																			
		26 *																			
		6.8																			
		6.5																			
		5.2*																			
		28 *																			
		5.1																			
		5.2																			
1		TOTAL AUDIENCE (Households (000) & %)																			
		NBC TV																			
		AVERAGE AUDIENCE (Households (000) & %)																			
		SHARE OF AUDIENCE %																			
		AVG. AUD. BY ¼ HR. %																			
		6,180 8.3																			
		9,830 13.2																			
		2,830 3.8																			
		3,050 4.1																			
		4.5*																			
		16																			
		13 *																			
		4.7																			
		4.4																			
		4.4																			
		4.1																			
		3.9																			
		7.5																			
		9.1*																			
		27																			
		8.6																			
		7.6																			
		7.0*																			
		27 *																			
		6.4																			
		5.4																			
		7.1*																			
		27 *																			
		5.0																			
		3.2																			
		2.6																			
		19																			
		2.8*																			
		19 *																			
		2.5																			
		2.0																			
W E K 2		TOTAL AUDIENCE (Households (000) & %)																			
		ABC TV																			
		AVERAGE AUDIENCE (Households (000) & %)																			
		SHARE OF AUDIENCE %																			
		AVG. AUD. BY ¼ HR. %																			
		6,780 9.1																			
		6,480 8.7																			
		17																			
		8.8																			
		8.3																			
		TOTAL AUDIENCE (Households (000) & %)																			
		CBS TV																			
		AVERAGE AUDIENCE (Households (000) & %)																			
		SHARE OF AUDIENCE %																			
		AVG. AUD. BY ¼ HR. %																			
		8,120 10.9																			
		5,960 8.0																			
		8.5*																			
		27																			
		8.7																			
		8.4																			
		7.9																			
		7.7*																			
		29 *																			
		7.6																			
		7.2																			
2		TOTAL AUDIENCE (Households (000) & %)																			
		NBC TV																			
		AVERAGE AUDIENCE (Households (000) & %)																			
		SHARE OF AUDIENCE %																			
		AVG. AUD. BY ¼ HR. %																			
		4,540 6.1																			
		9,690 13.0																			
		2,680 3.6																			
		2,160 2.9																			
		3.5*																			
		14																			
		11 *																			
		3.9																			
		3.5																			
		3.3*																			
		15 *																			
		3.1																			
		2.7																			
		7.6																			
		9.1*																			
		28 *																			
		8.5																			
		7.5																			
		7.1*																			
		27 *																			
		6.6																			
		5.8																			
		5.7																			
		2,010 2.7																			
		2.9*																			
		20																			
		3.1																			
		2.7																			
		2.0 *																			
		2.3																			
		2.9*																			
		2.0 *																			
		2.7																			
		2.3																			
		16.6																			
		14.6																			
		12.7																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			
		34.4																			
		34.4																			
		27.4																			
		24.4																			
		21.1																			
		18.8																			
		16.5																			
		14.9																			
		13.2																			
		19.2																			
		21.9																			
		25.0																			
		27.4																			
		31.0																			
		30.8																			
		35.0																			
		23.1																			
		25.8																			
		28.7																			
		33.3																			
		38.2																			
		49.0																			
		53.6																			
		33.3																			
		27.9																			
		23.9																			
		20.6																			
		18.3																			

A-18

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 12-16, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,950 5.3					4,840 6.5									
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
		Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																	
CBS TV	TOTAL AUDIENCE (Households (000) & %)		2,910 3.9				3,650 4.9								4,840 6.5		5,740 7.7		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
	Morning Mon-Fri (Co-op) (Participating) Captain Kangaroo																		
NBC TV	TOTAL AUDIENCE (Households (000) & %)				4,620 6.2					4,690 6.3					4,540 6.1		4,320 5.8		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
	Today Show (Co-op) (Participating) (Co-op) (Participating)																		
ABC TV	TOTAL AUDIENCE (Households (000) & %)				3,730 5.0					4,620 6.2									
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
	Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																		
CBS TV	TOTAL AUDIENCE (Households (000) & %)		3,200 4.3				4,320 5.8								5,360 7.2		6,030 8.1		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
	Morning Mon-Fri (Co-op) (Participating) Captain Kangaroo																		
NBC TV	TOTAL AUDIENCE (Households (000) & %)				4,320 5.8					4,840 6.5					4,920 6.6		4,620 6.2		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
	Today Show (Co-op) (Participating) (Co-op) (Participating)																		
CBS TV	TOTAL AUDIENCE (Households (000) & %)		2,090 2.8				2,760 3.7			3,800 5.1					4,470 6.0		5,290 7.1		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
	Morning Mon-Fri (Co-op) (Participating) Captain Kangaroo																		
NBC TV	TOTAL AUDIENCE (Households (000) & %)				3,500 4.7					3,950 5.3					4,320 5.8		3,950 5.3		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY 1/4 HR. %																		
	Today Show (Co-op) (Participating) (Co-op) (Participating)																		
TV HOUSEHOLDS USING TV WK 1			8.0	10.6	13.2	14.6	16.2	18.0	18.7	19.2	19.5	20.4	21.0	21.3	21.0	21.8	22.2	22.8	
(See Def. 1) WK 2			7.5	9.9	12.4	14.4	15.8	17.6	18.8	19.9	21.4	22.7	23.3	23.8	24.0	25.0	25.0	25.8	

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-19 (1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. FEB. 19-23, 1979

A-20

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 12-16, 1979

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		4,690 6.3		7,300 9.8		4,840 6.5		6,480 8.7		8,940 12.0				8,050 10.8						
	ABC TV		Happy Days		Family Feud TU-F (1)		\$20,000 Pyramid (1)		Ryan's Hope		All My Children (2)					One Life to Live					
	AVERAGE AUDIENCE (Households (000) & %)		4,020 5.4		6,410 8.6		4,100 5.5		5,510 7.4		6,850 9.2		9.2* 31		9.2* 31		6,110 8.2		7.9* 26		8.5* 25
	SHARE OF AUDIENCE %		23		35		20		26		31		31*		31*		27		26*		25*
	AVG. AUD. BY 1/4 HR. %		5.2		8.2		5.3		7.3		8.9		9.4		9.3		7.9		8.5		8.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		6,180 8.3		5,070 6.8		7,970 10.7		6,930 9.3				7,970 10.7					7,820 10.5			
	CBS TV		Price is Right 2		Love Of Life TU-F (1)	(OP)	Young & the Restless (1)		Search for Tomorrow		As The World Turns					Guiding Light					
	AVERAGE AUDIENCE (Households (000) & %)		5,440 7.3		4,620 6.2		7,230 9.7		6,180 8.3				6,180 8.3		7.7* 28		9.0* 30		6,180 8.3		8.1* 27
	SHARE OF AUDIENCE %		31		25		35		29				28		26*		30*		27		27*
	AVG. AUD. BY 1/4 HR. %		7.1		6.0		9.4		8.3		8.2		7.5		7.8		9.0		8.1		8.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		5,140 6.9		5,510 7.4		3,800 5.1		4,470 6.0		4,770 6.4		7,230 9.7					5,660 7.6			
	NBC TV		High Rollers		Wheel of Fortune TU-F (1)(3)		Jeopardy (1)		Password Plus (3)		Hollywood Squares		Days Of Our Lives					The Doctors (3)			
	AVERAGE AUDIENCE (Households (000) & %)		4,620 6.2		4,770 6.4		3,200 4.3		3,800 5.1		4,100 5.5		5,740 7.7		7.4* 26		7.9* 26		5,290 7.1		7.1
	SHARE OF AUDIENCE %		27		26		16		18		19		26		25*		26*		24		24
	AVG. AUD. BY 1/4 HR. %		6.3		6.5		4.3		4.8		5.4		5.4		7.4		7.5		7.1		7.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		6,480 8.7		8,120 10.9		5,550 7.5		6,930 9.3		9,980 13.4				8,640 11.6						
	ABC TV		Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (2)					One Life to Live					
	AVERAGE AUDIENCE (Households (000) & %)		5,590 7.5		7,150 9.6		4,840 6.5		5,960 8.0		7,520 10.1		10.3* 32		9.9* 32		6,630 8.9		8.5* 27		9.3* 30
	SHARE OF AUDIENCE %		29		34		22		27		32		33*		32*		28		27*		30*
	AVG. AUD. BY 1/4 HR. %		7.0		9.3		6.3		7.9		10.1		10.5		10.1		8.4		9.1		9.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		6,710 9.0		5,140 6.9		8,200 11.0		7,150 9.6				8,270 11.1					7,970 10.7			
	CBS TV		Price is Right 2		Love Of Life (OP)		Young & the Restless		Search for Tomorrow		As The World Turns					Guiding Light					
	AVERAGE AUDIENCE (Households (000) & %)		5,740 7.7		4,770 6.4		7,450 10.0		6,330 8.5				6,560 8.8		8.3* 28		9.2* 29		6,180 8.3		8.4* 27
	SHARE OF AUDIENCE %		30		23		33		28				28		26*		29*		26		27*
	AVG. AUD. BY 1/4 HR. %		7.6		6.3		10.0		8.4		8.6		8.2		8.5		9.2		8.4		8.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,440 7.3		6,480 8.7		4,400 5.9		5,140 6.9		4,470 6.0		7,600 10.2					5,890 7.9			
	NBC TV		High Rollers		Wheel of Fortune (3)		Jeopardy		Password Plus (3)		Hollywood Squares		Days Of Our Lives					The Doctors (3)			
	AVERAGE AUDIENCE (Households (000) & %)		4,840 6.5		5,660 7.6		3,870 5.2		4,400 5.9		3,870 5.2		5,890 7.9		7.8* 25		8.1* 26		5,360 7.2		7.2
	SHARE OF AUDIENCE %		25		27		17		20		17		25		25*		26*		23		23
	AVG. AUD. BY 1/4 HR. %		6.5		7.6		5.2		5.8		6.1		7.7		7.8		8.0		7.1		7.3
TV HOUSEHOLDS USING TV		WK 1	23.5	24.1	24.9	26.1	27.5	28.7	28.7	29.1	29.2	29.2	28.7	29.3	29.6	30.2	29.5	30.9	32.7		
(See Def. 1)		WK 2	26.3	27.1	27.5	28.7	30.1	31.2	30.4	31.1	31.0	31.3	30.9	31.2	31.5	32.1	31.8	32.7			

TV HOUSEHOLDS USING TV		WK 1	23.5	24.1	24.9	26.1	27.5	28.7	28.7	29.1	29.2	29.2	28.7	29.3	29.6	30.2	29.9	30.9
(See Def. 1)		WK 2	26.3	27.1	27.5	28.7	30.1	31.2	30.4	31.1	31.0	31.3	30.9	31.2	31.5	32.1	31.8	32.7

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-21

(1) "CARTER PRESS CONFERENCE", ABC, CBS, NBC, MON., (11:30-12:07PM)(11:30-12:06PM)(11:30-12:06PM)(SUS.).

(3) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. FEB. 19-23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 12-16, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 8,490 11.4 4,990 6.7 10,580 14.2 AVERAGE AUDIENCE (Households (000) & %) { 6,630 8.9 8.4* 9.3* 4,470 6.0 9,160 12.3 SHARE OF AUDIENCE % 28 27* 28* 18 21 AVG. AUD. BY 1/4 HR. % 8.2 8.7 9.2 9.5 5.9 6.1 11.9 12.7																
		General Hospital → Edge of Night ← Special (OP) → ABC World News Tonight																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 7,670 10.3 4,620 6.2 13,340 17.9 AVERAGE AUDIENCE (Households (000) & %) { 6,480 8.4* 8.7 3,950 5.3 11,950 16.1 SHARE OF AUDIENCE % 27* 26 15 28 AVG. AUD. BY 1/4 HR. % 8.4 8.5 8.3 9.1 5.1 5.5 15.6 16.5																
		Guiding Light → M*A*S*H → Match Game 79 → CBS Evening News with Walter Cronkite																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 7,750 10.4 11,770 15.8 AVERAGE AUDIENCE (Households (000) & %) { 5,960 8.0 7.7* 8.4* 10,500 14.1 SHARE OF AUDIENCE % 25 25* 25* 24 AVG. AUD. BY 1/4 HR. % 7.5 7.9 8.4 8.3 13.8 14.4																
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 9,540 12.8 5,550 7.5 10,880 14.6 AVERAGE AUDIENCE (Households (000) & %) { 7,520 10.1 9.8* 10.4* 4,840 6.5 9,390 12.6 SHARE OF AUDIENCE % 30 30* 30* 18 21 AVG. AUD. BY 1/4 HR. % 9.6 10.0 10.4 10.4 6.6 6.5 12.3 13.0																
		General Hospital → Edge of Night → ABC World News Tonight																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 7,520 10.1 4,620 6.2 14,010 18.8 AVERAGE AUDIENCE (Households (000) & %) { 6,480 8.4* 8.7 4,100 5.5 12,370 16.6 SHARE OF AUDIENCE % 25* 25 15 28 AVG. AUD. BY 1/4 HR. % 8.3 8.4 8.3 9.0 5.3 5.7 16.2 16.9																
		Guiding Light → M*A*S*H → Match Game 79 → CBS Evening News with Walter Cronkite																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 8,050 10.8 11,850 15.9 AVERAGE AUDIENCE (Households (000) & %) { 6,330 8.5 8.1* 8.9* 10,500 14.1 SHARE OF AUDIENCE % 25 25* 25* 24 AVG. AUD. BY 1/4 HR. % 7.9 8.3 8.9 8.8 14.0 14.2																
		Another World (1) → Special (OP) → NBC Nightly News																
TV HOUSEHOLDS USING TV WK 1		31.2	32.6	33.3	34.7	33.7	35.1	36.3	38.1	40.2	42.7	44.6	47.6	52.0	54.3	56.4	58.6	
(See Def. 1) WK 2		33.2	34.3	35.0	36.2	35.7	37.0	38.0	40.2	42.6	44.9	46.9	49.8	54.2	56.4	58.0	59.5	

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 17, 1979

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 17, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,220 7.0		4,840 6.5		5,290 7.1		7,150 9.6									6,560 8.8	
AVERAGE AUDIENCE (Households (000) & %)	4,320 5.8		4,100 5.5		4,470 6.0		4,620 6.2		5.5*		6.9*					3,800 5.1	5.0*
SHARE OF AUDIENCE %	21		19		21		21		19*		22*					15	15*
AVG. AUD. BY 1/4 HR. %	5.6	6.0	5.5	5.5	5.9	6.1	5.2	5.7	6.7	7.2						5.1	4.8
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	7,750 10.4		6,930 9.3		5,070 6.8		5,890 7.9		5,660 7.6		5,220 7.0						
AVERAGE AUDIENCE (Households (000) & %)	5,960 8.0		5,810 7.8		4,250 5.7		4,990 6.7		4,620 6.2		4,250 5.7						
SHARE OF AUDIENCE %	28		27		20		22		20		18						
AVG. AUD. BY 1/4 HR. %	8.6	7.4	7.9	7.7	5.5	5.8	6.5	7.0	6.0	6.5	5.7	5.7					
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,380 9.9		7,600 10.2		6,260 8.4		4,770 6.4									9,910 13.3	
AVERAGE AUDIENCE (Households (000) & %)	6,410 8.6		6,630 8.9		5,070 6.8		4,100 5.5									5,220 7.0	5.8*
SHARE OF AUDIENCE %	30		31		24		19									19	17*
AVG. AUD. BY 1/4 HR. %	8.1	9.1	9.1	8.6	6.9	6.7	5.4	5.5								5.5	6.1
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		5,890 7.9		6,110 8.2		7,150 9.6									6,330 8.5	
AVERAGE AUDIENCE (Households (000) & %)	4,470 6.0		4,620 6.2		5,070 6.8		4,470 6.0		5.4*		6.6*					4,100 5.5	5.1*
SHARE OF AUDIENCE %	25		25		25		22		20*		23*					18	17*
AVG. AUD. BY 1/4 HR. %	5.9	6.1	6.0	6.5	6.8	6.9	5.3	5.6	6.5	6.6						4.8	5.3
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,260 8.4		5,740 7.7		5,220 7.0		6,260 8.4		4,770 6.4								
AVERAGE AUDIENCE (Households (000) & %)	4,990 6.7		4,920 6.6		4,400 5.9		5,070 6.8		2,530 3.4		3.8*		3.0*				
SHARE OF AUDIENCE %	26		26		22		24		13*		10*		2.7				
AVG. AUD. BY 1/4 HR. %	6.8	6.7	6.5	6.6	6.1	5.8	6.6	7.0	4.1	3.6	3.4						
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,560 8.8		6,260 8.4		4,620 6.2		4,320 5.8				7,820 10.5						
AVERAGE AUDIENCE (Households (000) & %)	5,590 7.5		5,140 6.9		4,100 5.5		3,730 5.0				3,800 5.1		4.4*		5.2*		5.4*
SHARE OF AUDIENCE %	30		27		20		18				17		15*		18*		18*
AVG. AUD. BY 1/4 HR. %	7.2	7.8	7.1	6.7	5.4	5.6	5.0	5.1			4.3	4.5	5.3	5.2	5.5	5.2	
W																	
TV HOUSEHOLDS USING TV WK 1	28.7	28.8	28.5	28.9	28.1	29.0	29.8	30.6	31.2	32.0	31.3	31.3	30.9	31.9	32.9	33.8	
(See Def. 1) WK 2	25.7	26.3	25.8	25.8	26.8	27.4	27.3	28.4	28.6	28.7	28.2	29.3	29.4	29.3	30.2	31.1	

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

DAY SAT. FEB. 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 17, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,620 15.6						18,630 25.0								
		AVERAGE AUDIENCE (Households (000) & %)			6,630						10,800								
		SHARE OF AUDIENCE %			5.2*	8.9	7.2*		8.8*		10.8*	14.5	14.0*		15.4*		13.9*		
		AVG. AUD. BY 1/4 HR. %	4.7	5.6	7.1	7.3		8.6	9.0	10.2	11.3	13.3	14.8	16.0	14.9	13.7	14.0		
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)					3,350 4.5		9,980 13.4									11,320 15.2	
		AVERAGE AUDIENCE (Households (000) & %)					2,610		4,770									10,130	
		SHARE OF AUDIENCE %					3.5		6.4		5.9*		6.4*		6.8*		13.6		
		AVG. AUD. BY 1/4 HR. %					3.4		3.6		5.3	6.5	6.6	6.3	6.6	6.9	13.2	14.0	
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)							6,030 8.1									6,780 9.1	
		AVERAGE AUDIENCE (Households (000) & %)							2,980									5,890	
		SHARE OF AUDIENCE %					7.0*	7.6*	7.5*	4.0	3.3*		4.3*		4.5*		7.9		
		AVG. AUD. BY 1/4 HR. %	7.2	6.8	7.3	7.9	7.8	7.2	3.2	3.5	4.3	4.3	4.2	4.9			7.8	8.0	
2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			11,400 15.3						20,930 28.1								
		AVERAGE AUDIENCE (Households (000) & %)			7,670						10,730								
		SHARE OF AUDIENCE %			6.0*	10.3	9.2*		10.6*		11.3*	14.4	14.5*		14.7*		14.1*		
		AVG. AUD. BY 1/4 HR. %	5.8	6.2	8.8	9.7	10.4	10.7	11.0	11.5	12.9	13.3	14.0	14.9	14.6	14.5	13.7		
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,580 4.8				5,960 8.0				5,960 8.0							10,430 14.0	
		AVERAGE AUDIENCE (Households (000) & %)	2,090				3,730				3,650							8,870	
		SHARE OF AUDIENCE %	2.8	2.6*		2.9*	5.0	4.5*		5.5*	4.9	4.7*			5.2*		11.9		
		AVG. AUD. BY 1/4 HR. %	2.3	2.9	3.0	2.8	4.8	4.3	5.3	5.6	4.7	4.6	5.0	5.4			11.5	12.3	
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)			9,310 12.5													7,000 9.4	
		AVERAGE AUDIENCE (Households (000) & %)			4,470													5,960	
		SHARE OF AUDIENCE %			5.3*	6.0	5.0*		5.7*		6.1*		7.1*				8.0		
		AVG. AUD. BY 1/4 HR. %	5.2	5.3	5.0	5.0	5.7	5.8	5.7	6.5	6.9	7.3	7.4				7.6	8.4	
TV HOUSEHOLDS USING TV		WK 1	33.9	35.7	36.6	37.4	38.0	38.9	40.1	41.7	42.5	44.6	46.0	46.4	49.4	52.0	53.1	54.6	
		WK 2	31.5	32.5	34.4	35.2	35.7	36.4	37.7	39.5	41.2	41.5	42.7	44.2	47.4	48.9	51.3	52.1	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section, Page A-30

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																2,830 3.8	
	ABC TV																Kids Are People Too I (SUS.)	Kids Are People Too II
	AVERAGE AUDIENCE (Households (000) & %)																2,530 3.4	
	SHARE OF AUDIENCE %																15	
	AVG. AUD. BY 1/4 HR. %																3.4	3.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					600 .8		1,190 1.6		2,240 3.0								
	CBS TV					What's New, Mister Magoo? (OP)		Clue Club (OP)		Sunday Morning						Lamp Unto My Feet (SUS.)		
	AVERAGE AUDIENCE (Households (000) & %)					520 .7		890 1.2		1,270 1.7		1.4*		1.8*		1.8*		
	SHARE OF AUDIENCE %					8		10		9		9 *		10 *		8 *		
	AVG. AUD. BY 1/4 HR. %					.7	.8	1.0	1.4	1.4	1.5	1.8	1.8	1.8	1.8	1.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																3,280 4.4	
	ABC TV																Kids Are People Too I (SUS.)	Kids Are People Too II
	AVERAGE AUDIENCE (Households (000) & %)																2,610 3.5	
	SHARE OF AUDIENCE %																15	
	AVG. AUD. BY 1/4 HR. %																3.5	3.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,860 2.5		1,710 2.3		3,280 4.4								
	CBS TV					What's New, Mister Magoo? (OP)		Clue Club (OP)		Sunday Morning						Lamp Unto My Feet (SUS.)		
	AVERAGE AUDIENCE (Households (000) & %)					1,420 1.9		1,560 2.1		1,640 2.2		1.8*		2.2*		2.6*		
	SHARE OF AUDIENCE %					24		17		11		11 *		11 *		12 *		
	AVG. AUD. BY 1/4 HR. %					1.6	2.2	1.9	2.3	1.7	1.9	2.3	2.2	2.2	2.6	2.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV		WK 1	3.4	4.0	5.4	7.3	9.1	10.8	12.6	14.0	15.6	18.0	19.7	20.7	21.6	22.9	21.9	23.7
(See Def. 1)		WK 2	3.6	4.3	5.5	6.7	7.8	9.8	12.2	14.2	16.4	18.2	19.2	20.9	21.9	22.9	23.4	23.8

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 18, 1979

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,500 4.7		3,050 4.1		3,650 4.9									11,400 15.3			
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %	2,910 3.9		2,460 3.3		2,760 3.7									6,560 8.8	7.3*		5.5*
		AVG. AUD. BY 1/4 HR. %	15 3.8	4.1	12 3.2	13 3.5	13 3.9	13 3.4							22 6.6	19* 8.0	23* 9.0	23* 9.9	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,280 4.4		19,150 25.7												
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %			2,460 3.3		7,820 10.5	5.8*		9.1*		10.2*		11.0*		10.9*		11.0*	
		AVG. AUD. BY 1/4 HR. %			12 3.1	29 3.5	29 5.1	21* 6.4	30* 8.6	30* 9.5	31* 10.2	31* 10.3	32* 10.8	32* 11.1	28* 11.1	28* 10.7	27* 11.0	27* 11.0	
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)							3,350 4.5		9,390 12.6								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	3,350 4.5		2,680 3.6		2,760 3.7									14,450 19.4			
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %	2,910 3.9		2,010 2.7		2,240 3.0									8,870 11.9	10.0*		11.9*
		AVG. AUD. BY 1/4 HR. %	16 4.1	3.8	11 2.4	12 3.0	12 3.0	13 3.1							32 9.5	28* 10.5	32* 11.7	32* 12.0	
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,350 4.5					5,590 7.5				8,940 12.0					
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)							3,130 4.2		8,270 11.1								
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV		WK 1	24.5	26.1	26.0	27.0	27.8	25.8	31.1	31.5	32.9	34.3	35.7	37.5	39.0	40.3	40.9	41.4
(See Def. 1)		WK 2	24.1	24.4	24.8	25.2	25.2	25.9	26.2	27.9	30.1	31.8	33.2	34.8	35.7	36.6	37.4	38.3

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 18, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)		13,040 17.5					17,360 23.3									8,270 11.1	
AVERAGE AUDIENCE (Households (000) & %)		8,340 11.2					10,950 14.7									6,850 9.2	
SHARE OF AUDIENCE %		27			10.4*		31*		13.4*		15.8*		14.9*		17		
AVG. AUD. BY ¼ HR. %	10.5	5.8	10.3	10.6	12.0	13.4	12.8	14.0	15.8	15.8	14.6	15.2			9.1	9.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,100 14.9											11,030 14.8	
AVERAGE AUDIENCE (Households (000) & %)					5,220 7.0											10,060 13.5	
SHARE OF AUDIENCE %		12.6*		13.5*	7.0	7.0*		6.9*		6.9*		7.2*			13.5		
AVG. AUD. BY ¼ HR. %	12.3	12.8	13.2	13.7	7.7	6.6	7.3	6.6	6.8	6.9	7.1	7.4			13.0	13.9	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,420 11.3								6,260 8.4							8,640 11.6	
AVERAGE AUDIENCE (Households (000) & %)	4,320 5.8								4,100 5.5							7,380 9.9	
SHARE OF AUDIENCE %	14	5.0*		5.0*		6.3*		6.7*		5.0*		5.9*			18		
AVG. AUD. BY ¼ HR. %	4.7	5.2	5.0	4.9	6.0	6.6	6.7	6.8	5.0	5.0	5.5	6.4			9.7	10.0	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			12,440 16.7				19,070 25.6									7,300 9.8	
AVERAGE AUDIENCE (Households (000) & %)			9,010 12.1				12,220 16.4									5,960 8.0	
SHARE OF AUDIENCE %	13.8	14.0*	35*	11.4*		12.9*	15.6*		17.4*		16.2*				15		
AVG. AUD. BY ¼ HR. %		14.1	30	29*	12.6	13.2	15.2	16.0	17.3	17.5	16.8	15.6			8.0	8.1	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					11,320 15.2											6,330 8.5	
AVERAGE AUDIENCE (Households (000) & %)					5,070 6.8											5,360 7.2	
SHARE OF AUDIENCE %		4.2*		4.7*	6.8	4.6*		5.2*		6.9*		7.6*			9.1*		
AVG. AUD. BY ¼ HR. %	4.1	4.3	4.8	4.6	4.4	4.7	5.1	5.3	6.7	7.1	7.2	7.9	9.2	9.0	18*	7.6	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,090 12.2								7,380 9.9							9,090 12.2	
AVERAGE AUDIENCE (Households (000) & %)	5,440 7.3								4,250 5.7							7,600 10.2	
SHARE OF AUDIENCE %	18	6.5*		7.4*		7.3*		8.0*	5.3*		6.1*				18		
AVG. AUD. BY ¼ HR. %	6.4	6.6	7.3	7.4	7.0	7.6	7.9	8.1	5.0	5.6	5.8	6.3			9.8	10.6	
TV HOUSEHOLDS USING TV WK 1	42.1	42.4	42.4	42.5	42.3	42.7	42.9	43.6	44.9	46.3	46.8	49.2	53.0	54.3	56.0	57.7	
(See Def. 1) WK 2	39.7	40.6	40.1	40.6	40.8	42.9	44.6	45.2	45.8	47.7	48.5	49.9	51.8	53.5	55.6	58.5	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) FOR REMAINING RATINGS, SEE OF PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. FEB. 25, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1				WEEK 2								
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			A/G. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%		
EVENING MONDAY																	
ABC 11.30-12.35AM POLICE STORY-MON.				11.30	5,890	7.9	3,950	5.3	20	5.6	6,630	8.9	4,840	6.5	23	8.0	
11.30-12.36AM				11.45				5.4*	18*	5.2				7.4*	23*	6.9	
				12.00						5.3						5.9	
				12.15				5.3*	23*	5.3				5.7*	23*	5.4	
				12.30						5.1						5.4	
EVENING TUESDAY																	
ABC 11.30-12.41AM TUESDAY MOVIE OF THE WEEK				11.30	8,870	11.9	6,480	8.7	32	10.3	7,450	10.0	4,620	6.2	22	8.4	
				11.45				9.9*	32*	9.5				7.4*	23*	6.5	
				12.00						8.7						5.9	
				12.15				8.2*	31*	7.8				5.6*	22*	5.2	
				12.30						7.0						4.7	
ABC 12.41- 1.21AM TUESDAY MOVIE-WEEK PART 2				12.30	5,440	7.3	4,690	6.3	35	7.1	3,800	5.1	3,200	4.3	25	4.7	
12.41- 1.15AM				12.45						6.6						4.4	
				1.00				5.9*	36*	5.9						4.0	
				1.15						5.8							
EVENING WEDNESDAY																	
ABC 11.30-12.37AM POLICE WOMAN				11.30	7,380	9.9	5,440	7.3	26	8.1	7,000	9.4	4,840	6.5	25	7.8	
					11.45					7.8*	24*	7.6			7.3*	25*	6.7
					12.00					7.5						6.2	
					12.15					7.1*	28*	6.8			6.1*	26*	5.9
					12.30					5.9						4.9	
ABC 12.37- 1.14AM MANNIX-WED.				12.30	3,500	4.7	2,760	3.7	22	4.0	3,430	4.6	2,830	3.8	24	4.0	
12.37- 1.20AM				12.45				3.9*	21*	3.8				3.9*	22*	3.9	
				1.00						3.4						3.8	
				1.15										3.8*	26*	3.6	
CBS 11.30-12.00MD CBS NEWS SPECIAL REPORT(S)				11.30	8,420	11.3	7,230	9.7	30	10.6							
				11.45						8.7							
EVENING THURSDAY																	
ABC 11.30-12.37AM STARSKY AND HUTCH-11:30				11.30	7,150	9.6	4,690	6.3	24	7.6	8,120	10.9	5,590	7.5	28	8.9	
				11.45				7.2*	23*	6.8				8.2*	25*	7.5	
				12.00						6.1						7.2	
				12.15				5.9*	25*	5.7				7.1*	31*	7.0	
				12.30						4.7						5.8	
ABC 12.37- 1.21AM MANNIX-THURS.				12.30	2,910	3.9	2,310	3.1	20	3.8	3,580	4.8	2,910	3.9	25	4.5	
12.37- 1.22AM				12.45				3.4*	19*	3.2				4.2*	24*	4.0	
				1.00						2.9						3.7	
				1.15				2.8*	20*	2.7				3.7*	26*	3.5	
CBS 9.00-11.15PM GRAMMY AWARDS(S)				11.00	FOR RTGS SEE PAGE A-8					20.2							
EVENING FRIDAY																	
ABC 9.00-11.15PM ABC FRIDAY NIGHT MOVIE				11.00	FOR RTGS SEE PAGE A-10					21.3							
ABC 12.15- 1.21AM BARETTA-11:30PM CONT'D				11.30							7,670	10.3	4,990	6.7	19	8.2	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2									
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS	%	HOUSEHOLDS	SHARE	%		HOUSEHOLDS	%	HOUSEHOLDS	SHARE	%		
EVENING FRIDAY CONT'D																	
	ABC	12.15-	1.21AM BARETTA-11:30PM-CONT'D	11.45										7.8*	20*	7.4	
				12.00												6.3	
				12.15	4,990	6.7	3,650	4.9	20	4.8				5.9*	18*	5.6	
				12.30						4.7						4.9	
				12.45						4.9*	19*						
				1.00						5.0							
				1.15						5.1							
	ABC	11.45-	12.15AM ABC NEWS SPECIAL(S)	11.45	6,110	8.2	5,220	7.0	21	4.6							
				12.00						4.9*	23*						
	NBC	1.00-	2.30AM MIDNIGHT SPECIAL	1.00	4,990	6.7	2,380	3.2	20	4.8		4,400	5.9	2,460	3.3	18	4.5
				1.15						4.2*	21*				4.4*	21*	4.2
				1.30						3.6							3.6
				1.45						3.1*	20*				3.2*	18*	2.9
				2.00						3.0							2.4
				2.15						2.5					2.3*	16*	2.1
EVENING SATURDAY																	
	ABC	9.28-	9.29PM ABC NEWSBRIEF-SAT.	9.15	15,120	20.3	15,120	20.3	34	20.3							
				9.45								15,650	21.0	15,650	21.0	35	21.0
	ABC	11.00-	11.15PM ABC WEEKEND REPORT-SAT.	11.00	6,630	8.9	6,030	8.1	16	8.1		7,230	9.7	6,630	8.9	17	8.9
	CBS	8.58-	8.59PM NEWSBREAK-SAT.	8.45	9,460	12.7	9,460	12.7	21	12.7		9,090	12.2	9,090	12.2	20	12.2
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SAT.	8.45	13,190	17.7	13,190	17.7	30	17.7		14,680	19.7	14,680	19.7	33	19.7
	NBC	11.30-	12.47AM SATURDAY NIGHT	11.30	15,270	20.5	10,580	14.2	40	14.7		16,540	22.2	11,250	15.1	41	16.7
				11.45						14.9*	37*				16.6*	41*	16.4
				12.00						15.2							15.0
				12.15						15.0							14.4
				12.30						14.5*	43*				14.7*	42*	13.2
				12.45						14.0							11.2
EVENING SUNDAY																	
	ABC	7.58-	7.59PM ABC NEWSBRIEF-SUN.	7.45	14,080	18.9	14,080	18.9	29	18.9							
				8.45								15,790	21.2	15,790	21.2	29	21.2
	ABC	9.00-	11.03PM ROOTS: NEXT GENERATIONS(S)	11.00								FOR RTGS					28.1
												SEE PAGE A-15					
	CBS	8.58-	8.59PM NEWSBREAK-SUN.	8.45	12,670	17.0	12,670	17.0	24	17.0		16,690	22.4	16,690	22.4	31	22.4
	CBS	9.00-	11.36PM CBS SUNDAY NIGHT MOVIE	11.30	FOR RTGS					18.5							
					SEE PAGE A-14												
	NBC	8.00-	10.18PM BIG EVENT	10.15	FOR RTGS					20.1		FOR RTGS			22.2*	30*	21.7
					SEE PAGE A-14							SEE PAGE A-15					
	NBC	9.11-	9.12PM NBC NEWS UPDATE-SUN.	8.45								15,870	21.3	15,870	21.3	29	21.3
				9.00	15,200	20.4	15,200	20.4	30	20.4							
	NBC	11.30-	1.36AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS					3.8		FOR RTGS			2.6*	15*	2.4
					SEE PAGE A-16					3.8*	17*	SEE PAGE A-17					
										4.0							2.3
				1.00						3.7					2.3*	16*	2.2
				1.15						2.9							1.9
				1.30													

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1					AVG. AUD. BY 1/4 HR %	WEEK 2					A/G. AUD. BY 1/4 HR %	
					TOTAL AUDIENCE		AVERAGE AUDIENCE				TOTAL AUDIENCE		AVERAGE AUDIENCE				
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY																	
ABC	9.58- 9.59PM	ABC NEWSBRIEF-M-F	M-F	8.45	14,450	19.4	14,450	19.4	29	15.9	20,120	27.0	19,300	25.9	38	28.3	
	8.58- 8.59PM			9.45						21.7						21.2	
CBS	8.58- 8.59PM	NEWSBREAK-M-F	M-F	8.45	12,670	17.0	12,670	17.0	25	17.0	11,470	15.4	11,470	15.4	23	15.4	
CBS	11.30-12.38AM	LATE MOVIE I	M-F	12.45							FOR RTGS SEE PAGE A-17					7.6	
CBS	12.42- 1.26AM	LATE MOVIE II	M-F	12.00							4,400	5.9	3,500	4.7	27	5.9	
	12.41- 1.21AM			12.15	4,320	5.8	3,580	4.8	29	5.8				5.5*	24*	5.3	
				12.30						5.6						5.2	
				12.45						5.1					4.9*	27*	4.8
				1.00						4.8					4.3*	27*	4.5
				1.15						4.7*							4.3
				1.30						28*							
				1.45						3.9							
NBC	8.58- 8.59PM	NBC NEWS UPDATE-M-F	M-F	8.45	11,400	15.3	11,400	15.3	23	15.5	10,360	13.9	10,360	13.9	21	14.2	
				9.00						14.6						13.1	
DAY MONDAY-FRIDAY																	
ABC	4.30- 5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED.	4.30	8,050	10.8	5,740	7.7	21	7.2							
				4.45						7.2*							
				5.00						20*							
				5.15						8.1							
CBS	11.54-12.00NN	CBS MID-DAY NEWS-EDWARDS	TU-F	11.45	5,510	7.4	4,690	6.3	25	6.3	5,740	7.7	4,840	6.5	23	6.5	
			M-F														
NBC	4.00- 5.00PM	SPECIAL TREAT(S)	TUE.	4.00							7,520	10.1	5,220	7.0	18	6.3	
				4.15										6.6*	18*	6.9	
				4.30												7.3	
				4.45										7.4*	18*	7.6	
DAY SATURDAY																	
ABC	8.26- 8.30AM	SCHOOLHOUSE ROCK-8.26AM		8.15	3,430	4.6	3,050	4.1	28	4.1	4,400	5.9	4,100	5.5	39	5.5	
ABC	9.26- 9.30AM	SCHOOLHOUSE ROCK-9.26AM		9.15	4,400	5.9	4,100	5.5	23	5.5	4,540	6.1	4,250	5.7	26	5.7	
ABC	10.56-10.59AM	SCHOOLHOUSE ROCK-10.56AM		10.45	5,290	7.1	4,920	6.6	24	6.6	4,840	6.5	4,620	6.2	25	6.2	
ABC	11.26-11.29AM	SCHOOLHOUSE ROCK-11.26AM		11.15	4,320	5.8	4,100	5.5	20	5.5	4,320	5.8	4,170	5.6	23	5.6	
ABC	11.56-11.59AM	SCHOOLHOUSE ROCK-11.56AM		11.45	4,620	6.2	4,400	5.9	20	5.9	4,920	6.6	4,620	6.2	25	6.2	
CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM		8.15	4,400	5.9	4,170	5.6	36	5.6	3,580	4.8	3,350	4.5	29	4.5	
CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM		8.45	5,960	8.0	5,440	7.3	36	7.3	4,100	5.5	3,730	5.0	25	5.0	
CBS	9.26- 9.29AM	IN THE NEWS- 9.26AM		9.15	7,380	9.9	7,300	9.8	41	9.8	6,410	8.6	6,180	8.3	37	8.3	
CBS	9.59-10.02AM	IN THE NEWS- 9.59AM		9.45	8,640	11.6	8,340	11.2	41	11.1	7,000	9.4	6,780	9.1	38	9.0	
				10.00						11.3						9.1	
CBS	10.26-10.29AM	IN THE NEWS-10.26AM		10.15	8,640	11.6	7,900	10.6	38	10.6	7,000	9.4	6,710	9.0	35	9.0	
CBS	11.33-11.36AM	IN THE NEWS-11.33AM		11.30	5,810	7.8	5,660	7.6	27	7.6	5,070	6.8	4,770	6.4	25	6.4	
CBS	11.56-11.59AM	IN THE NEWS-11.56AM		11.45	5,890	7.9	5,290	7.1	25	7.1	5,440	7.3	4,920	6.6	26	6.6	
CBS	12.26-12.29PM	IN THE NEWS-12.26PM		12.15	4,470	6.0	4,020	5.4	19	5.4	4,690	6.3	4,020	5.4	20	5.4	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY CONT'D																	
	CBS	12.56-12.59PM	IN THE NEWS-12.56PM	12.45	5,360	7.2	5,070	6.8	22	6.8	5,290	7.1	5,070	6.8	24	6.8	
	CBS	1.26- 1.29PM	IN THE NEWS- 1.26PM	1.15	4,990	6.7	4,400	5.9	18	5.9							
	NBC	10.27-10.29AM	METRIC MARVELS-10:27AM	10.15	4,100	5.5	4,020	5.4	19	5.4	5,140	6.9	4,920	6.6	25	6.6	
	NBC	10.57-10.59AM	METRIC MARVELS-10:57AM	10.45	6,030	8.1	5,890	7.9	29	7.9	5,070	6.8	4,920	6.6	27	6.6	
	NBC	11.57-11.59AM	METRIC MARVELS-11:57AM	11.45	6,260	8.4	6,030	8.1	28	8.1	5,510	7.4	5,440	7.3	29	7.3	
DAY SUNDAY																	
	ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	3,050	4.1	2,680	3.6	13	3.6	2,530	3.4	2,160	2.9	12	2.9	
	CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM-SUN.	8.15	750	1.0	670	.9	9	.9	1,710	2.3	1,640	2.2	25	2.2	
	CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM-SUN.	8.45	1,270	1.7	1,190	1.6	13	1.6	1,790	2.4	1,710	2.3	17	2.3	
	CBS	12.00- 4.05PM	DAYTONA 500(S)	4.00	FOR RTGS SEE PAGE A-32					13.2							
	CBS	1.45- 4.06PM	NBA BASKETBALL GAME	4.00							FOR RTGS SEE PAGE A-33					4.1	
	NBC	3.00- 5.02PM	TUCSON OPEN GOLF-SUN.(S)	5.00	FOR RTGS SEE PAGE A-34					6.3							